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Published every
Monday.

Grocery World

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State of the Union
and Canada.

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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The Advertising Slogans that Did and Did Not Succeed

Interesting Revelations of a Guessing Contest Held by Grocers' and Importers' Exchange. Fifty-six People Guessed What Goods Were Meant by Fifty Advertising Catch Phrases. Correct Guesses Ranged from One to Fifty-four Out of Fifty-six. List of Food Products Guessed Upon and a Tally of the Guesses.

One of the biggest hits provided by the Entertainment Committee for the edification of the Grocers' and Importers' Exchange excursionists at Lake Hopatcong last week was a guessing contest with well-known advertising catch phrases as subjects. The idea was Jay F. Garber's, of H. O. Wilbur & Sons, and it was cleverly and clearly worked out. Mr. Garber had printed fifty signs, each one bearing some advertising slogan, but without clue to the identity of the manufacturer using it. The contestants—there were fifty-six—then wrote guesses on cards prepared for the purpose and the makers of the slogans numbered the correct guesses.

The fifty catch phrases were related to food products, and among them were some of the most widely advertised and best known in the United States. To note the wide variance in the percentage of contestants who guessed these various slogans correctly is to receive an exceedingly valuable inside view into the sort of advertising catch lines which have really made an impression. The guesses range all the way from one correct out of fifty-six, up to fifty-four correct.

The subject is so vital that the following compilation has been made of all the guesses on food product advertising, together with such explanation or comment as seems pertinent:—

1—"Twenty Varieties." Used by Curtice Bros. for Blue Label soups. This is scarcely a catch phrase in the ordinary sense and this may explain the fact that only five guessed correctly to whom it belonged. Many guessed Campbell soups and some guessed Franco-American.

2—"Better than Stove Polish." Used by the manufacturers of Vulcanol polish. Only ten guessed this, six guessing Enam-

eline, twelve guessing X-Ray and five guessing Sapolin. Which means, apparently, that the Vulcanol people have spent at least some of their money for advertising that benefited their competitors even more than it benefited them.

3—"The Little Chocolate Cone with a Flavor all its own." Used in connection with Wilbur's Buds. This was guessed correctly by forty-five out of the fifty-six. One intelligent contestant guessed "Tootsie Rolls."

4—"Shot From Guns." Used by the Quaker Oats Co. for puffed corn flakes. This received fifty-one correct guesses out of fifty-six.

5—"The phrase used here is so completely unlike anything else, not only in arrangement, but in meaning, that it probably represents the most valuable type of the advertising phrase which is coined to attract attention to an idea."

6—"Just Add Hot Water and Serve." Used for Campbell's soups. The vote here was fifty guesses for Campbell, one for Blue Label, and one for Van Camp.

7—"There's a Reason." Used for Postum Cereal. This also received fifty correct guesses and none incorrect.

8—"Save 41." Used by Finley Acker Co. to advertise their 39-cent bon bons. It received 47 correct guesses.

9—"Ask Gently But Firmly For—." The catch phrase of the Skipper sardine people. Forty of the guesses were correct, one vote going to Quaker Oats, one to Turkish Trophies and three to other products.

10—"It Floats." Advertised all over the country by the Ivory soap people. This phrase received next to the highest percentage of correct guesses—53. One vote went to Pearline and one to Life

Buoy, which shows that it takes all sorts of people to make a world.

11—"And it won't hurt the hands." Used by Lautz Bros. for Snow Boy washing powder. This received twenty-seven correct guesses. Hand Sapolio received fifteen, Fels Naptha three, Gold Dust two, Ivory soap one, and Dutch Cleanser one. Another case where competitors got some benefit.

12—"The taste that lingers." The catch line used for Post Toasties. Only six got it right: Postum Cereal received six guesses, the Heinz products one, Lowney's cocoa four, Lea & Perrins sauce eleven, and Hunter whiskey one. The latter guess was probably made by somebody who was giving his personal experience.

13—"Fifty-seven." From Heinz & Co's. famous fifty-seven varieties. This received the highest percentage of correct guesses—fifty-four out of fifty-six.

14—"Chases Dirt." Used for Old Dutch Cleanser. Received fifty-one correct guesses. One guess went to Gold Dust Powder.

15—"I'se in Town Honey." Aunt Jemima Pan Cake Flour. Received forty-three correct guesses. Hecker's Buckwheat received two and Gold Dust two.

16—"Uneeda C C." The property of Coca-Cola, though only twenty people knew it. The National Biscuit Co. received fifteen guesses from persons who couldn't understand how anybody else could use the famous Uneeda.

17—"Hasn't Scratched Yet." Used for Bon Ami. Forty-five persons guessed correctly, and one guessed Dutch Cleanser.

18—"The Sweetheart of the Corn." The catch line of Kellogg's Toasted Corn Flakes. Forty-three guessed correctly, one guess went to Shredded Wheat Biscuit, one to Kornlet and one to "Shoepeg" corn.

19—"The Dirt Killer." Soapine's old slogan, which was remembered by only four people. Gold Dust got fifteen, Nodust one, "Swift's" one, Sapolio three. Fairbank & Co's. cleaner one. This is a little lesson on not keeping up-to-date.

20—"The Kind Your Grandmother Used." Babbitt's soap. The successful guessers here also numbered only four. "Soap Pow-

der" got two, Millbourne flour fifteen, Karo Syrup five, Acker's one and Hecker's two.

21—"Made Him Sunny Jim." Used by Force in its palmy days. Forty-six people remembered this, which shows the lasting quality of impression once made.

22—"Should be in every bathroom." Hand Sapolio. There were twenty-eight correct guesses here. Eight people guessed for Life Buoy, two for Pears and one for Malted Milk!

23—"It Nurses from Infancy to Old Age." Eskay's Food, made by Smith, Kline & French, of Philadelphia. Only one knew anything about this. Twenty-four thought it was Horlick's Malted Milk, four thought it was Cream of Wheat and two thought it was Mellin's Food.

24—"The Taste That Lasts." Spearmint Gum. This phrase was advertised in every street car in the United States for one month, yet only thirty-four people knew about it. Three guessers said Taylor's Ham, two said Wilbur's and two said Lea & Perrins.

25—"Have you a Little Fairy in your Home?" Fairy soap. Received fifty-four correct guesses. Ivory soap, rather strangely, received one.

26—"Best by Test." Pearline. This only received twelve guesses. Pillsbury's flour received six, Gold Medal three, Colgate's talcum powder two, yellow trading stamps (!) one, condensed milk two, and Royal baking powder three. Here is a firm which has spent thousands of dollars to create a trade-mark which people would associate with its own goods, yet it has succeeded in impressing only twelve out of fifty-six. Worse, the rest have been lead by the trade-mark to think of other things.

27—"The secret of good cooking." Colburn's Red Label Spices. Only three guessed this. Detroit Gas Ranges received six, Cottolene three, Cocoa Oil two, Campbell's Fireless Cooker one, and Wesson cooking oil five.

28—"Aunt Drudge." Used by Fels & Co. for Fels' Naptha. The correct guessers here were thirty-eight. Swift's soap powder got one and Pearline one.

29—"Made on the Farm." Hershey's milk chocolate. Only six guessed correctly. The balance guessed all sorts of things.

Prof. A. P. Anderson had the grocer in mind, as well as other folks, when he invented Puffed Foods.

Some grocers seem to think good things are only invented for their customers.

Do *you* eat Puffed Rice and Puffed Wheat? We know you *sell* it—but do you eat it?

If you *do*, you know why the sales have jumped so rapidly.

If you *don't*, you are missing one of the most delicious breakfast and luncheon dishes ever invented for man.

Take a couple of packages (one of each) home to-day—try them with cream or fruit for breakfast—in a bowl of milk for supper.

Puffed Foods *eat* as well as they *sell*.

The Quaker Oats Company

eighteen for Gurnse butter, twelve for Meridale butter, four for Deerfoot sausage, one for Allen's sausage, one for Burk's B. B. B., and one for Milhen eggs, which seems to show that "made on the farm" is more suggestive of farm products than of chocolate.

28—"Its use is a Health Habit." Purock water, but only one guessed it. Life Buoy soap got seven votes, Sapolio three, and Postum Cereal one.

29—"In the Tenpin Bottle." Walker's grape juice. Two guessed correctly here. Six guessed at Welch's grape juice, three guessed lithia water, and one guessed Thermos Bottle.

30—"The Ham That Am." Armour's Star Ham. Received twenty correct guesses. Mitchener's ham got fifteen, Swift's eight, Beechnut two and Smithfield one.

It should be remembered that nearly all of these fifty-six guessers were associated with the distribution of these very products. The chance is if they were not impressed by the catch lines, nobody would be.

Smedley Leaves Acme Tea Co. September 1st.

Former Secretary of Philadelphia Retail Grocers' Association and Allied Interests, Who Joined Acme Staff Two Years Ago, Resigns to Take Effect Two Months Hence. One of Best Known Men in Trade and Association Circles in Country.

Mr. William Smedley, who for two years has been the secretary of the Acme Tea Co., owner of about 250 retail stores in Philadelphia and surrounding territory, has resigned his position to take effect September 1, 1911. His plans for the future are not yet settled.

Up to the time when Mr. Smedley joined the Acme Company two years ago, he was secretary of the Philadelphia Retail Grocers' Association and the Girard Grocery Co. He probably has a wider acquaintance in trade and association circles throughout the country than any other man in the land.

Strawberries are winding up. New York berries are coming forward at high prices—15 to 22 cents, and Jerseys, which are much poorer, are 6 to 8 cents. The demand is fair.

Parcels Post Bill Will be Reported if Merchants Do Not Vigorously Oppose

National Secretary Green Calls to Arms Against Sulzer Bill. National Convention Resolutions Tell Why Parcels Post Would Hurt All but Large City Merchants.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

June 28, 1911.

The 1911 convention of the National Retail Grocers' Association is a thing of the past.

The representative men in the trade were there by the hundreds, and they attended the convention and took part in the debates. Everything pertaining to the welfare of the retailers was thoroughly thrashed out.

While buying exchanges were deplored, it was agreed that where necessary it was the only way by which the retailer could successfully meet competition.

"Free deals" was considered a menace to safe business, and instead of being a benefit it brought nothing but disaster to all concerned.

The convention favored a Federal net weight bill and recommended the abolishment of all measures and the selling of all bulk goods by weight.

Trading stamps came in for a share of the attention of the convention, but no sure legislation that would eliminate them was reported, although several of the States had passed bills that had been signed by the Governor and were waiting for the opinion of the courts. The Massachusetts Supreme Court had given a decision against a bill while the Governor of Ohio had vetoed a bill which would have been of much help, as it provided for the redemption of stamp books in cash instead of merchandise.

Inasmuch as parcels post legislation is receiving considerable attention by members of Congress, the resolution along this line called for a positive co-operation among the retailers with all other bodies opposed to this kind of legislation.

It is also deemed necessary that in order to reduce the tax on oleomargarine that this should receive the attention of the local associations.

The bankruptcy act came in for its share of disapproval and will have the attention of Congress called to its injustice.

Great pressure is being brought to bear on the Committee on Post Offices and Post Roads to have them recommend the Sulzer bill, known as H. R. No. 14. This bill provides for a weight limit extending on general merchandise from four to eleven pounds, reducing the 16 cents a pound rate to 8 cents, inaugurating a local service on the rural routes with rates as follows: One pound, 1 cent; 11 pounds, 5 cents; 25 pounds, 10 cents, and establishing a general system of postal insurance.

A circular sent out by the Postal Progress League contains the following paragraph:—

While falling far short of the public need, the enactment of this bill into law will greatly simplify the postal business, increasing its revenues by scores of millions of dollars a year, saving the public hundreds of millions and paving the way for the early passage of a more comprehensive measure.

It is absolutely necessary that this bill be given the most earnest attention, that every State secretary take it upon himself to at once have as many letters sent from dealers on their own stationery as it is possible to send to this committee.

Mr. James T. Lloyd is chairman of the sub-committee having this matter in charge. A letter addressed to him, House of Representatives, Washington, D. C., and to your Senator and Congressman, will have its effect.

This must be done at once; delay is exceedingly dangerous.

The resolution adopted by the National convention regarding parcels post was as follows:—

Whereas, The recommendations to Congress of the Postmaster-General and the President that a rural parcels post be inaugurated on rural mail delivery routes, observing eleven pounds, the international weight limit, as the maximum weight of parcels in such post, has encouraged the Postal Progress

League of Massachusetts, and other advocates of parcels post, to redouble their efforts to have Congress adopt an extended parcels post. These theories point out the present differences in postal rates and weights operated in the United States and those for like service in Europe, and charge undue discrimination against the people of this country.

They urge that it is obligatory upon Congress to establish an extended parcels post as a means of cheapening express rates and as an economic necessity in behalf of the whole people; that the opposition comes from retailers who desire to keep out competition of the manufacturer and to combine for higher prices.

We submit that the industrial and economic conditions in this country are in no wise comparable to those in Europe, that the comparisons offered are extremely fallacious, grossly misleading and hence of no effect in proving discrimination or injustice against the American people; that an extended parcels post in this country will promote the "shop by mail" practice, with consequent centralization of trade in the cities to which the money of the rural millions will pour, to the detriment and distress of mercantile and financial institutions of all classes and character in the thousands of secondary distributing centres, primary market places and rural communities throughout the land, which have been established and have grown up in natural accord with the evolutionary and economic development and need of the whole people.

That the parcels post is the agency that will dethrone the general growth and prosperity of this nation, because when carefully analyzed it is found to be the embodiment of all that is opposed to the "trade at home" spirit, the principle upon which local industry and commerce is founded. This principle is as broad as the country itself, and our reiteration that it is to be superseded cannot be truthfully charged to be an opposition of narrow and selfish conception against a great public economy; therefore be it

Resolved, That we, the representatives of the National Association of Retail Grocers of the United States, in convention assembled, this day in Denver, June 13, 1911, do hereby most earnestly protest against the passage of any bill having for its purpose the inauguration of a parcels post system, either general, limited or rural.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Dry Measures Abandoned in Ohio.

The new Ohio law, which provides for the sale of groceries, fruits, vegetables and other produce, except bread and berries, by weight or numerical count, which was passed by the Legislature May 18th, and signed by Governor Harmon a few days ago, has become effective. In accordance with the law grocers, hucksters and other dealers in the stipulated commodities are required to cast aside all dry measures in favor of scales.

Stock of Federal Biscuit Combine Offered for Sale

Concern Organized to Take Over Seventy-eight Plants Has a \$30,000,000 Delaware Charter and Starts Out to Sell Stock. Already has Four Plants and Options on Balance. Will Make Bread and Sell it Everywhere. Roster of Officers and Something of Scheme.

There are now two large new bakery combines in the United States—the Federal Biscuit Co., which was organized several months ago, and which consists of cake and cracker plants rather than bread bakers, and the National Baking Co., which was formed only very recently, and which consists practically entirely of bread manufacturers.

The stock of the Federal Biscuit Co. has been offered for sale in the leading daily newspapers during the past week. According to the prospectus, the concern consists of 78 independent bakeries scattered through thirty States, on the most of which, however, the concern only has options. The names of these plants are not given, but they are claimed to have done \$27,650,000 in 1910, and to have combined assets of \$25,000,000. The net profits of the whole seventy-eight for 1910 are given as \$1,300,000. The company is incorporated under the laws of Delaware with a capital of \$18,000,000 common and 12,000,000 7 per cent. preferred.

According to the prospectus, the combining of the seventy-eight plants will produce the following advantages:—

- (1) Economies in the cost of materials purchased in large quantities.
- (2) Reduced cost of distribution.
- (3) Elimination of duplicate salesmen, delivery wagons, warehouses, etc., in the same territory.
- (4) Increased output of products.

The officers of the combine are as follows:—

President, Charles Royce Boss, former president C. D. Boss & Sons, Inc., New London, Conn., biscuit and cracker manufacturers; president Biscuit and Cracker Manufacturers' Co., New York. Secretary and treasurer, Hartwell B. Grubbs, secretary and manager Biscuit and Manufacturers' Co., New York; founder Union Biscuit Co., St. Louis, Mo. Directors, Charles Royce Boss, Hartwell B. Grubbs, Thomas G. Robinson, Cleveland, Ohio; Adam J. Lang, W. & J. Lang Co., biscuit manufacturers, Wilmington, Del.; John A. Anger, Anger Baking Co., New York; Herman A. Metz, 122 Hudson street, New York, ex-comptroller of the city of New York; Clinton G. Ed-

gar, William Edgar & Son, director, First National Bank, Detroit, Mich.; Phelan Beale, counsellor-at-law, 2 Wall street, New York.

It appears from the literature of the promoters that the concern will shortly make bread to be known as "Federal" bread, which it says it expects to sell in every State of the Union. All of its products will be advertised largely. The company controls the patents to an airtight carton known as the "Aertite," which will be used for all its cakes and crackers.

According to the prospectus, only four of the proposed seventy-eight plants are now the property of and in operation by the Federal Company. They are at New London, Conn.; Bridgeport, Conn.; Detroit, Mich., and South Bend, Ind. Upon the others the concern presumably has options; they "will be added as rapidly," says the prospectus, "as the company is able to finance them."

Stock is offered at \$100, par, one share of common being given as a bonus with every two shares of preferred. The concern talks a great deal about the success of the National Biscuit Co. as an example of what another such combination could do. It says the National pays 7 per cent. on its preferred and 8 per cent. on its common stock, operating forty plants.

CORRESPONDENCE.

To Sell Renovated Butter.

Scranton, Pa., June 26, 1911.

To the Editor.

Dear Sir:—Will you kindly give me the name and address of a firm that is in the renovated butter business and buys old butter.

Thanking you in advance and enclosing stamp for reply by mail, I remain,

Yours truly,

GEO. H. LINCOLN,

Write Nice & Schriber, No. 8 South Water street, Philadelphia, Pa.

The Most Valuable Acquisition

Mr. Dealer—in all your business experience, what is your most valuable acquisition; in other words, what at present is your most valuable asset? It isn't your bank account; it isn't the cash value of your stock—the measure of your success is gauged by the selling price your business will command *over and above* the actual money value of stock and fixtures. In short, the extent of your "goodwill" determines the value of your business—the *probability that old customers will return to the old place.*

With a full line of the National Biscuit Company celebrated products in stock—both in the famous In-er-seal packages and glass-front cans—you will enjoy a goodwill that money cannot buy. It builds better business—assures profits.

NATIONAL
BISCUIT
COMPANY



MAPLEINE

is now Thoroughly Established in Public Favor as the Flavor de Luxe for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections.

By its use with sugar syrup an unsurpassed table delicacy may be made at home. Be sure that it is on your shelves.

CONSULT YOUR JOBBER

Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400" COFFEE

Githens, Rexasmer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia

WITH THE EDITOR

Fourteen secretaries of retail lumber organizations, mostly in the West, were indicted in Chicago last week, at the instance of the United States Government, charged with violating the Sherman anti-trust law in a way which will interest the organized retail and wholesale grocery trade very keenly. The organizations represented by the indicted secretaries are composed of retail dealers in lumber, and their alleged offense is operating various plans to prevent manufacturers and jobbers in lumber from selling consumers over retailers' heads. Whether the aim itself is held to be illegal, or merely the way it was carried out, remains for the court's determination. It is certain that the secretaries left no stone unturned to win their point. Their strongest weapon was a blacklist of manufacturers and jobbers who insisted upon their right to sell direct to consumers.

The attitude assumed by the retail lumber dealers, not to speak now of the way they enforced that attitude, is exactly the attitude of wholesale and retail grocers today. Not only the National Wholesale Grocers' Associations, but every other wholesalers' organization, is on record with a belief that no retail grocer, however large, has the moral right to buy of the manufacturer. He should buy of the jobber, they contend, because the well-established custom of the trade is that manufacturers should sell only to jobbers, jobbers only to retailers, and retailers only to consumers. And believing that, they do everything they can to persuade manufacturers to see the thing in the same way and have so persuaded a large percentage of them. They have never yet boycotted a manu-

facturer who refused to see it in the same way, but they sell as little of his goods as they can, which is within their clear and legal right. Whether the jobbers' organizations have ever gone illegally far in bringing pressure to bear upon manufacturers, it is not for the writer to say.

Organized retailers take the same attitude toward jobbers selling large consumers; their view is that consumers' trade, no matter how extensive, belongs to the retail store, and any jobber who goes after it is crossing the dead line. In certain sections retail associations have given a very bad quarter of an hour to jobbers who sold large consumers, but whether they have gone beyond legal bounds is for the court and not for the writer.

As nearly as can be determined from the surface, the United States Government appears to be taking the position that there should be no trade divisions at all. That the consumer should buy as high up in the scale as he can, and so should the retailer. Whether, as stated before, its objection is to be directed against the aim, or against the method of getting after it, can only be told when the case is tried. In other words, the question is this: Is any effort whatever to keep manufacturers from selling retailers, or wholesalers from selling consumers, illegal, or are only those efforts illegal which amount to a boycott?

This journal has had considerable to say from time to time regarding patent medicines, which are largely sold through general stores. Many proprietary remedies, so-called, are not only frauds, but a serious menace to the health and well-being of the community.

One of the most generally known line of patent medicines is that made by the Munyon Co., and many a general store constantly keeps Munyon "medicines" on its shelves and sells them in large quantities. The Munyon "remedies" are not hurtful, since they are homoeopathic and consist largely of sugar. As to whether they are frauds, evidence has been furnished by the United States Government. During the week the Department of Agriculture has placed with this journal the complete report of the criminal action recently brought against the Munyon concern for fraud under the Federal Food and Drug Act. It seems that the prosecution involved three "cures"—Asthma Cure, Liquid Blood Cure and Blood Cure (not liquid). This is the false representation on which Munyon had obtained money from purchasers of his asthma cure:—

Munyon's Asthma Cure permanently cures Asthma by eradicating from the system the conditions which produce this disease. It should always be used in connection with Munyon's Asthma Herbs. Munyon's Asthma Cure, in conjunction with the Asthma Herbs, will positively relieve the worst form of Asthma in three minutes and speedily cure.

The truth was found by the Government to be as follows:—

Said article was not effective to accomplish the purposes claimed in the aforesaid statement, and it was not effective to permanently cure asthma and to eradicate from the system the conditions which produce said disease; "Munyon's Asthma Cure" was not a cure for asthma.

The Munyon claim for Liquid Blood Cure was this:—

Munyon's Special Liquid Blood Cure eradicates Syphilis and Scrofula from the Blood, and acts as a tonic to the general system. It cures enlarged tonsils or glands, ulcers and all forms of sores and eruptions. It cures Syphilitic Diseases of the Bones, syphilitic ulcers, syphilitic and scrofulitic skin diseases, removes all impurities from the blood and tones up the whole system.

Which, upon being investigated by the Government disclosed the following:—

The statements are false and misleading for the reason that said preparation was not effective to eradicate syphilis and scrofula from the blood and act as a tonic to the general system or cure enlarged tonsils or glands, ulcers and all forms

of sores and eruptions; was not effective to cure syphilitic diseases of the bones, syphilitic ulcers, syphilitic and scrofulitic skin diseases, remove all impurities from the blood and tone up the whole system; was not effective to tone up the blood, eradicate syphilis from the system, cure syphilitic diseases of the bones, syphilitic ulcers and syphilitic and scrofulitic skin diseases.

Munyon's Blood Cure (not liquid) had been represented by the manufacturers thus:—

Munyon's Blood Cure will positively cure all forms of Scrofula, Erysipelas, Salt Rheum, Eczema, Pimples, Syphilitic Affections, Mercurial Taints, Blotches, Liver Spots, Tetter and all Skin Diseases. It eradicates all impurities from the blood and cures Scrofulitic Eruptions, Rash on the Scalp, Scald Head, Itching and Burning, and any form of unhealthy, blotchy, pimply or scaly skin.

Whereas the truth, as found by the Government, was this:—

The statement was false and misleading, because said preparation was not effective to positively cure all forms of scrofula, erysipelas, salt rheum, eczema, pimples, syphilitic affections, mercurial taints, blotches, liver spots, tetter and all skin diseases; was not effective to eradicate all impurities from the blood and cure scrofulitic eruptions, rash on the scalp, scald head, itching and burning, and any form of unhealthy, blotchy, pimply or scaly skin; was not an effective remedy for the purposes claimed in the foregoing statement, and did not contain any ingredients which had medicinal virtue to cure scrofula, enlarged tonsils or glands, ulcers and all forms of sores and eruptions caused by impure blood.

The Munyon concern was arraigned in the United States Court at Philadelphia, being represented by one of the leading criminal lawyers of the city. Yet it plead guilty and was fined \$200 in each case, or \$600 in all.

What did a plea of guilty mean here? This—"It is true that we have sold to the sick, medicines under false claims; medicines which were claimed to be specifics in serious diseases, but which we now confess to have been absolute frauds." A fine? The man who does a thing like that should rot in jail for twenty years! What justice is there in sending a Philadelphia produce jobber to prison for two months because he sold rotten eggs, and letting a man like Munyon go who criminally and cold-bloodedly deceives the sick? Of course he is glad to pay a fine of \$600, for it represents but an infinitesimal fraction of what he

Important.

Do You Sell
Munyon Medicines?

has made by the very frauds he was arraigned for. What malefactor who stole a hundred thousand dollars *wouldn't* be eager to give back a thousand for the privilege of keeping the rest?

The resolution adopted by the National Retail Grocers' Association at its convention in Denver, Col., and reported in this journal at the time, favoring the creation of buying exchanges "wherever they are necessary," has aroused considerable comment throughout the United States. Most of the comment has been cautious, as there is apparently no clear understanding as to what is meant by "wherever they are necessary."

The natural assumption is that it means where jobbers treat retailers unfairly. What is unfair treatment by jobbers? Of course it could arise in all sorts of ways, but probably the National Association would consider that the two most likely ways were: 1, charging too much money for goods; and 2, selling the hotel and restaurant trade, which retailers contend belongs to them. As to charging too high prices, who is to be the judge of that and what is to be the standard? Can it be safely argued that the jobbers of one territory should sell a given article at 50 cents because the jobber of another territory does? Never, for the conditions of the two sections—and the two houses—may be far apart. So may the two jobbers' ideas of profit. There is, in fact, no criterion as to what are "too low" prices except such as an investigation of the conditions of each house would supply. And of course such an investigation is wholly impracticable.

As for the old mooted question of selling hotels and restaurants, that will probably figure more largely than the other. This problem has never had any official settlement, and may never have. The jobber who believes that no retailer, however large, should buy of the manufacturer, must also—if he admits a hotel is a consumer—believe that no hotel, however large, should buy of the jobber. There are some jobbers, however, who contend that hotels and restaurants are retailers. In a word, the question is much un-

settled, but will have to reach some conclusion before it can be used as a foundation for a fight.

These suggestions are indulged in for the purpose of showing that the recommendation of the National Retail Grocers' Association probably doesn't mean very much, either as the basis of hope for the retailer or fear for the jobber.

AMONG THE TRADE.

The Philadelphia Grocers' and Importers' Exchange took its thirty-ninth annual excursion last week, the objective point being Lake Hopatcong, N. J. As usual, the affair was perfectly managed, the hotel accommodations at the Breslin were unexceptionable, and the event was generally conceded one of the most successful of the entire series. The party left in a special train on Thursday morning and returned Saturday evening. The excursionists did a graceful thing to John Price, the West Philadelphia wholesale grocer, who always attends the excursions when he can, but who was this year confined to his home by serious personal illness. They prepared a little memorial of regret at his absence and sent it to him after all had signed. The Excursion Committee consisted of Wm. C. Halpen, Jr., chairman, John W. Cooper, N. J. Schmucker, Herbert H. Brown, A. M. Warren, Ellsworth L. Posey, Wm. J. McCahan, H. L. Trimble, Samuel Cowan, Alexander Henry, Herman Schwacke, Jay F. Garber. The Entertainment Committee were Ellsworth L. Posey, chairman, Herbert H. Brown, A. M. Warren, Samuel Cowan, Herman Schwacke, Jay F. Garber.

John McCay, formerly with the A. Colburn Co., and latterly tea buyer for the Acme Tea Co., will shortly go back to the Colburn Co. as manager. The death of William West made the opening.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

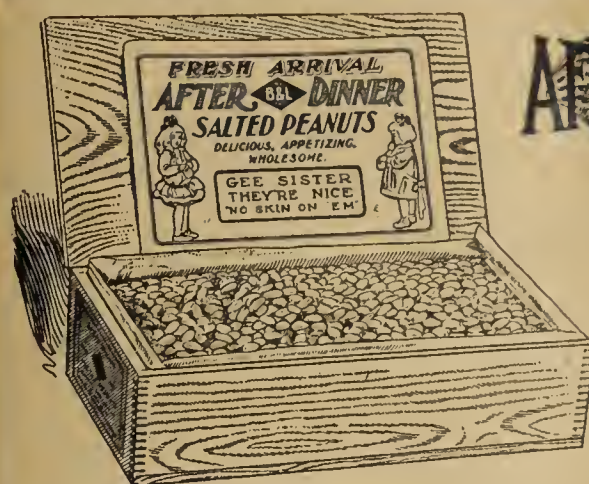
643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



TRADE MARK
AFTER-DINNER
REGISTERED

Put This
10-lb. Box of
After Dinner
Salted Peanuts
On Your Counter

and you'll be surprised how fast they SELL. They are the delicious, skinless, greaseless, clean, wholesome kind, and the more your customers eat them the more they'll want.

TRY A SAMPLE SHIPMENT

Let your jobber send you a 10-lb. box (it contains 50 paper bags and measure holding $\frac{1}{8}$ lb.). They'll net you 25 to 30c. per lb., selling at a nickel per bag, and you never saw anything sell faster.

If your jobber does not keep them, write us and we will give you name of one who does. Samples for the asking.

BOSMAN & LOHMAN CO.
NORFOLK, VIRGINIA

Western Office and Warehouse:—331-335 River Street, Chicago

Over 200 Rebuilt Cars Here

Every One Has Been Put in Perfect Order

Here's a splendid chance to get the make you've set your heart on. Because it has been used, you'll get it at a big discount. Have it torn down for your inspection, and

PAY MONTHLY WHILE YOU'RE USING IT

Our five-months' guarantee and your delayed payments are all the protection you could wish. Come in and look over our stock—no obligation to buy.

Car Owners: Your car put in order without cost to you. Cash for you when it is sold—no matter if the customer buys on time.

Penn Square Automobile Co.

J. F. BROWN, Proprietor

1420-22-24-26-28 South Penn Square, 100 Yards South of Broad St. Station

The New York Letter

Talk Over Amending Federal Food and Drugs Act. Manufacturer Cuts Jobbers' Discount as Result of Complaint to United States Attorney. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, June 29, 1911.

Increased interest is indicated in conversation among the grocers of the West Side in the movement for amending the Federal Food and Drug Act. As the original proposition was to amend the section relating to drugs, so that improper claims as to their curative qualities could not be made, the grocers were at first indifferent, and even the officers of the various societies seemed to think that this was not a subject of any moment in the grocery trade.

Reports received here of late, however, make it seem probable that if the drug section of the law is to be amended efforts will be made also to amend the food sections. It appears to be certain that the question of amending the law so as to require the marking of weights and measures of package goods will be raised.

The question of requiring the real names of the packers to appear on the packages, it is said, will also be brought up in the form of a proposed amendment.

Various changes in the administration and enforcement of the law will also be proposed.

In fact, it is now said that once the subject is brought up for discussion and action in Congress there will be a sort of a field day for advocates of various changes in the law, and so the representatives of the trade must watch the developments very closely in order to safeguard the progress already made in pure food legislation and to prevent if possible any mistakes or unwise legislation.

It is claimed in some quarters that the Congress has been cowardly in dealing with the food questions out of regard for various interests and that this is one of the reasons why the law is ambiguous in some respects. Those who think so would like to see the statute so amended as to make its meaning clear. As to this, it seems to be pretty well agreed that it would be better for all to have uncertainty removed.

In this connection it is pointed out that one of the largest wholesale firms has been conducting a big advertising campaign, based on the idea that the food law is good enough as far as it goes, but that it does not go far enough, and so the best way for the public is to buy the products of this company, which does more than the law requires, it says, and has standards higher than those established by the law.

There is talk in the West Side of further developments affecting the question of fixed prices. According to the rumor, a soap manufacturer cut off one of the jobbing companies for cutting prices and there followed a repetition of an incident of nearly a year ago.

The jobber again visited the United States Attorney's office and there followed an intimation to the manufacturer that he would have to modify his selling methods or legal proceedings would be instituted.

As a result, it is said, the manufacturer cut the jobbers' discount from 10 to 5 per cent. so that there would not be so much temptation for them to cut prices. The cut in discount affected all of the jobbers, it is said, and so this policy, if continued, might affect the manufacturer's sales, as the jobbers would not be inclined to push a product on which the margin of profit had been reduced. There has been talk of having the New York Jobbers' Association making a fight against the cutting down of the discount, but the association as a body has not taken any action yet as far as I can learn.

An execution was received several days ago by the Deputy Sheriff against the Dart Cereal Co., manufacturers of pea and bean soup flour at 105 Hudson street. He seized the office effects and was about to sell them at auction when he was notified that the company had filed a petition in bankruptcy at Trenton, N. J.

SUMMARIZED MARKET CONDITIONS.

Spot coffees are firm and holders of Brazils are asking full prices. A large part of the business this week has been in the low grades. The country is not much disposed to anticipate needs, but continues to buy for requirements only. Some of the brokers are predicting a steady and possibly higher market for the remainder of the summer. It is said that some who sold stocks a few weeks ago in the expectation of getting cheaper coffee about this time are now buying again. The brokers say that the covering of European contracts will surely prevent any decline for the present.

The withdrawals of refined sugar are now using up the contract supplies. Consumption in the country is said to be heavy because of the hot weather demand for ice cream and soft drinks, and the preserving season. The refiners are asking 5 cents, less 2 per cent. for standard granulated. The Federal took some business at 4.95 cents and then went back to the 5-cent level. As the 4.90 cent contracts are nearly exhausted, an increase in new business is expected and there is even talk of a further advance in prices.

Old Japan teas are in demand, all available lots being picked up, largely because of uncertainty about the effect of the new regulations as to standards. It is reported in the trade that the quality of the second crop of new Japans is not satisfactory, so that the buyers are likely to take hold slowly.

An upward trend of prices is noted in canned vegetables, both spot and future. Some of the local jobbers seem to be ready to pay as much as 77½ cents f. o. b. for early season deliveries. It is said, however, that most of the packers are inclined to hold out for a little more money than this. The general quotation of the sellers is 80 cents for standard No. 3s. Future No. 2s are quoted from 57½ to 60 cents. Occasional carload sales of spot tomatoes are made and the prices are about 87½ cents for No. 3s and 65 cents for No. 2s. There is a good demand for peas, with scarcity of spot supplies in some grades. Supplies of spot corn are light and

there is some inquiry. Some Western corn from nearby points has been sold at 75 cents factory. There have been offerings of State standard corn in carload lots at 85 cents delivered. Fancy State corn is held at 87½ to 90 cents; Maine corn at 97½ cents to \$1.

There is little doing in canned California fruits and the market will be quiet until the announcement of the association prices, which is expected to come directly after the 4th. There is considerable activity in gallon apples. The Baltimore market is said to be almost bare of peaches.

Future prunes are quiet. The brokers report that the growers are stiff in their ideas and the packers are not generally willing to pay the prices asked. Some brokers were offering to sell 40s to 60s, October shipment, at 4¾ cents f. o. b. There is considerable dickering around this figure. There is a fair jobbing demand for spot California prunes. There is little doing in future apricots because of diverging views as to values between buyers and sellers. There is some jobbing business in spot apricots at steady prices. Future peaches are dull and easy. Seedless raisins are firmly held, but there is an easy feeling for loose muscatels and seeded stock.

The flour market drags along without animation. Spring wheat patents may be had for \$5 in barrels and it is likely that some sales are made a little below that quotation.

Receipts of butter have declined in volume and the average quality is not as high as it has been at this season in some years. There continues a fair amount of buying for consumption and some for speculative purposes. As a result of these conditions the market has ruled firm in the higher grades, but the lower grades still have a weak and irregular tendency. Most of the sales are on a basis of 25 cents for specials and 24 cents for extras.

Prices of eggs continue irregular as a result largely of the wide range in the quality of much of the receipts. The accumulation of medium and under-grade eggs is said to be less than it was a couple of weeks ago. The fancy eggs are getting a little better prices than they did recently. Much of the business in the cur-

rent receipts of Western eggs is done at 14 to 15 cents. The strictly fancy nearby eggs bring easily 25 cents and a trifle more in some instances. Fresh gathered Western extras are sold at 20 to 22 cents; firsts and extra firsts at 15 to 18 cents.

FRED. A. MCGILL.

JOTS FROM A JOBBER'S NOTE BOOK.

Ever since the Federal Food and Drug Board made the ruling, which I think was published by this journal at the time, forbidding the artificial ripening of fruit by putting it in a hot room to ripen up after having been picked green, the wholesale fruit receivers have been speculating over the effect which the new order of things will likely have. It will be remembered that the decision excepted one variety of oranges which were sweet and ripe even when they were green. This was a variety, I believe, known as the "Parson Brown," an orange which comes North in fair quan-

ties during the season. One veteran and well-informed receiver made this prediction in my presence during the week, viz., that as a result of the order, the supply of Parson Brown (?) oranges which come North next season would be greater than ever before in the history of the business. Since Parson Browns are exempted from the ruling, how easy to label any old orange Parson Brown and thus get your oranges through without trouble. I inquired whether such a deception could be detected, and was told that it could not be. If this is so, it would appear to be another case in which the food authorities have made an order which they cannot possibly enforce.

The coffee market is certainly in an unsettled condition at the present time, and the values of the different grades bear a very different relation to each other than they usually bear. For instance, side by side in a coffee importer's office last week I saw

two samples of green coffee. One was as good a grade of Mocha as comes into the country; it costs 17 cents green and in large lots. The other sample was a poor grade of Santos, a Brazilian coffee. It was about a No. 4, which is considerably below the standard. Yet this coffee was worth *thirteen* cents green and in a large way. Only four cents between a fine Mocha and a poor Santos. Hardly ever in my experience have good and poor coffees been so close together.

When these two grades of coffee are followed through their path of distribution to the consumer, however, the difference between them ceases to be slight. The 17-cent Mocha is worth 20½ cents roasted, and the jobber ought to get 22 to 22½ cents for it in small lots. The retailer would expect to sell it at 35 cents, which is not exorbitant as coffee profits go. The 13-cent Santos would cost 15.8 cents roasted, and the jobber would sell it for 17 to 18 cents. The retailer who

sells coffee of this class often sells it at 20 cents. Even if he gets 25 cents for it—and no retailer will ask more—there is 10 cents difference between the *retail* selling price of the two, as against only 4 cents difference in the import cost.

A still more striking illustration of the upset which the coffee advance has had upon coffee values is seen in the present difference between the price of Santos and Rio. Rio coffees are relatively scarcer than Santos and are commanding relatively higher prices. Last week I heard two samples quoted, one of No. 4 Santos at 13 cents, and the other of Rio 7s at 12¾ cents. By all coffee standards there are 150 points of difference between the quality of these two coffees, which is equivalent to a difference of 1½ cents. This difference would ordinarily exist. To-day, however, the market is in such a condition that there is only ¼ cent between them.

THE JOBBER.

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer



DUNNIGAN ROTATING PAPER BAG HOLDER

THE FIRST AND ONLY Rotating Paper Bag Holder ever devised. Being triangular in shape it gives three sides that revolve in the space of one. It is the most novel, compact and complete Bag Holder ever placed on the market.

It takes but twelve inches **SQUARE** of **COUNTER SPACE** and holds three times the amount of bags of any other holder. It holds 50 bags under each wire. Holds any size bag up to 20-lb.

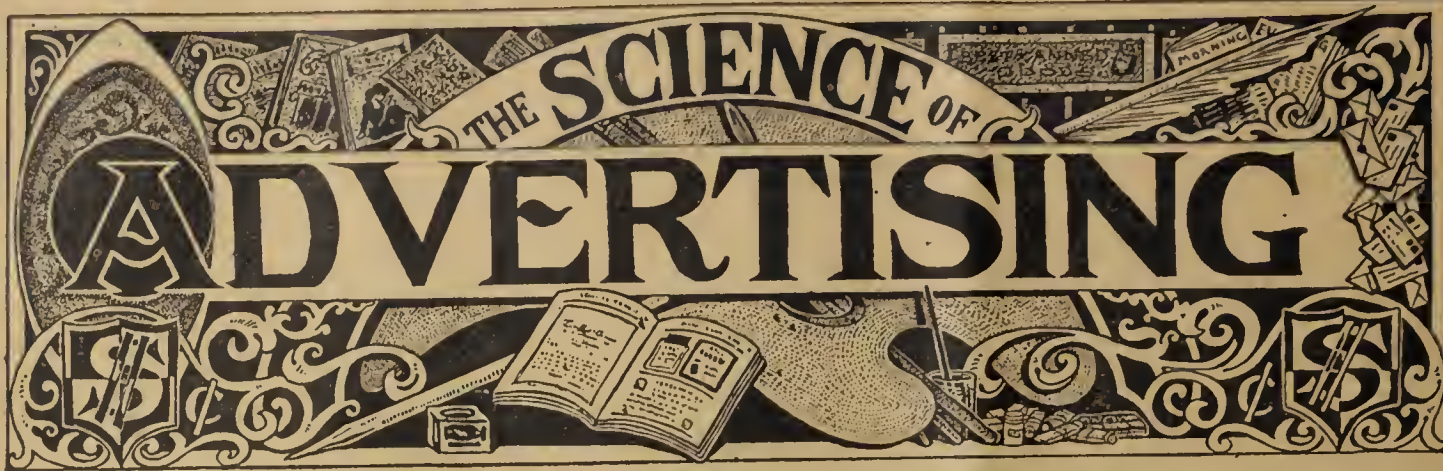
PRICE, \$6.00

MANUFACTURED BY

DUNNIGAN PAPER BAG HOLDER COMPANY

Amsterdam, N. Y.





Hoboken, N. J., June 26, 1911.
Editor "Science of Advertising."

Dear Sir:—I am considering an advertising plan and should like your judgment of it. I have tried advertising in the newspapers here, but have never had much success, and I have also tried circulars and other means, with only slightly better results. The plan I am considering now is to offer to give to any church holding an entertainment of any character their programmes free. I would then have them printed with my advertisement on. Nothing cheap, but something good. I figure that in this way I would be getting my advertisement directly into the hands of the people, and under conditions that ought to insure its being read. This would cost considerable money, if I made it general, and before going into it I should like the opinion of somebody who knows more about advertising than I do.

Respectfully yours,
T. J. R.

Off hand, this plan of advertising doesn't impress me. Hoboken is a city of about 70,000 people, and this correspondent's store is not one of the large central stores. If he gives free programmes to every church in the place it is inevitable that he will be distributing his advertising in sections of the city from which he can hardly expect to get business. If he were distributing circulars in the ordinary way, would he go into any territory but his own? It doesn't seem to me that he would, and for the same reason he might hesitate to go into foreign territory through programmes. Particularly as the programmes would be much more expensive than the circulars.

This correspondent doesn't say whether he is counting on the gratitude of the church people to give him trade that he otherwise would not get, but if he is, my opinion is that he will be sadly disappointed. Church people aren't very grateful, and in most cases they aren't even loyal to each other when they can make a few cents by buying somewhere else. Time was when the members of a church would patronize

the grocer who was one of themselves, as a matter of duty, but with the advent of chain stores and trading stamps, that time has passed. This correspondent can take my word on it, he will get no trade from gratitude, no matter how much he does for the churches.

Of course this criticism only applies to that part of the scheme which comprehends giving free programmes to all the churches in the city. It might not hurt to do it with the churches in his immediate territory. Whether there are enough of those to completely cover the field he knows better than I. Even with these, however, the plan is bound to be more or less ineffective. It is almost impossible to do anything more than very general advertising in programmes, and their issuance would surely be very infrequent and irregular. Experience has demonstrated as clearly as experience can, that programme advertising has little or no value, and many associations of merchants in various sections of the country have bound their members not to waste money in them. Everything considered, I do not advise this correspondent to do much with programmes. The plan might have some general publicity value as an adjunct of a regular advertising campaign, but standing alone I should hardly expect to get any returns whatever from it.

Please send in more advertising matter for discussion, in this department.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be

addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Pennsylvania News Items.

Items Gathered from Correspondents, Etc., as to What is Going on Around Us.

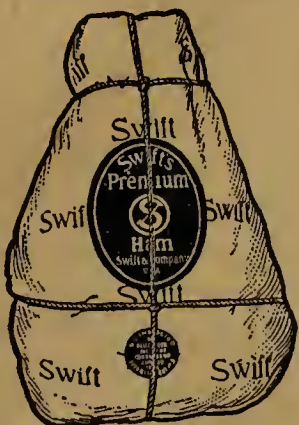
A committee of the Pennsylvania State Grange met at Sunbury, Pa., last Wednesday and set on foot plans which if successful will result in the sale of the members' farm products direct to consumers. The plan is for the association to receive the farm products of its members and distribute them to association stores in the large centres of population. Auto trucks will be the carriers and the association will be operated on the per cent. system. The main object of the association is to lower the cost of farm products for the benefit of both farmer and consumer, by dispensing with the middle men, who it is claimed, receive the greatest profit and are largely responsible for the high cost of living. The scheme still has to be adopted by the Grange.

Dairy and Food Commissioner Foust announced during the week the undertaking of an investigation into the cheaper candies, the so-called "penny goods," so largely sold at the little shops and near the school houses. There has been a good deal of talk about these products, some alleging even that certain of the chocolates owe their color not to the delicious paste from the cocoa bean, but to paint stuffs or ochre; that some of the fudges contain arsenic in considerable amounts; that the bright hues are not of wholesome vegetable kinds, but are made from coal tar; and that talc or soapstone is sometimes used to give weight. About three hundred samples have been collected, about 50 by Special Agent H. P.

Cassidy in Philadelphia, 225 by Special Agent H. L. Banzhoff in thirty-five cities and towns, and 25 by Special Agent C. C. Linton in six cities and towns, representing in all about forty-two counties of the Commonwealth. The nature of the goods bought is suggested by some of the brand names, such as "rainbow suckers, almond tops, revolvers, hummer eggs, cigars, happy bunnies, strawberry plates, candy bolsters, candy sweet potatoes, candy fish, ice cream cups, red jumbos, lightning rods, tootsie rolls, flag suckers, lime barrels, ball player caramels, log cabin kisses." These samples have been delivered to Dr. Chas. H. La Wall, of Philadelphia, chemist to the Bureau, for complete analysis. If the findings show violation of law the guilty will be vigorously prosecuted.

As has repeatedly been published in this journal, there is a law in Pennsylvania (which has no garnishment law) prohibiting the sale of Pennsylvania accounts to residents of other States which do have a garnishment law. The scheme was frequently worked before the law was passed, and is occasionally worked even yet, the object being, where the debtor's employer is somebody like a railroad company which has offices in both States, to attach his wages in the State whose laws allow it. It appears that a number of New Castle, Pa., merchants recently sold some claims in this way to a Wheeling, W. Va., collection agency. The agency represented that West Virginia allowed the attachment of wages and they could thus easily get the money from the debtor's employer, the American Sheet and Tin Plate Co. The collection agency did get the money, but the debtors whose wages were attached promptly sued the New Castle merchants who had sold the claims and they have all recovered judgment for the full sum garnished, with heavy costs. This the Pennsylvania law gives them the right to do in such a case. The New Castle merchants sold the accounts to the collection agency outright at a big reduction from their face value and thought they were finding money.

New Jersey potatoes at 75 to 90 cents, which is about 15 cents above last year's price.



Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell.
Swift & Company, U. S. A.



Its Advertising Never Stops



Besides the big magazine and Sunday paper advertising we're doing every month, reaching 55,000,000 readers and telling them about

SHAKER SALT

"The Salt That's Always Dry"

the dryness, looseness and purity of the salt itself is a constant advertisement, and, the **Library Slips** and the premiums we are giving, keep up the consumer's interest, so it's **easy** as well as **profitable** for you to push sales of **SHAKER SALT**.

"Co-operate and Co-profit with us"

DIAMOND CRYSTAL SALT CO.
ST. CLAIR MICHIGAN

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

Grocery Store :: Lighting

❑ Electric Light in the Grocery Store is desirable all the year round. It is particularly useful and economical during the summer months. The temperature of a Grocery Store is a very important factor in the preservation of fruit and vegetables—Electric Light is the only illuminant which causes no appreciable increase in the temperature.

❑ Electric Fans are, of course, a necessity.

**The Philadelphia
Electric Company**
TENTH AND CHESTNUT STS.



Walker Bins

Save Space Save Time

Cost Least

Display Your Goods
Best

SEND FOR OUR BEAUTIFULLY ILLUSTRATED CATALOG

showing the different styles and sizes in which Walker Bins are made. You should have it before you purchase bins for wall or counter display. You can order from this catalogue exactly what you need. It gives height, width and full description of each section. You can set up Walker Bins without the help of a carpenter. It also contains letters from grocers whose stores have been equipped with Walker Bins. Remember, "Walker Bins cost least."

WALKER BIN COMPANY

121 Lake Street, Penn Yan, N. Y.

24 SOUTH 7th STREET, PHILADELPHIA

Do You Positively Know That You are Buying Coffee Right?

If you say yes, we ask how you know, if you have never gotten our samples and prices? We sell **Coffee** by mail—no salesman's salaries—and we are bound to sell cheaper than the concern that sells through salesmen. That's as fundamentally clear as anything can be.

Don't let this slip from your mind—send to us for samples, or let us match your own samples.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
89 FRONT STREET, NEW YORK

ESTABLISHED 1897



CIX.—Some Investments Offered Business Men.

Chicago, Ill., June 25, 1911.

Elton J. Buckley, Esq.,
Philadelphia, Pa.

Dear Sir:—I am sure that the regular readers of your legal articles would be interested and instructed to have you discuss the legal position of the business man who puts money into the various land and mining schemes which are constantly being offered to all business men. Has he any chance to win? And if the person inducing him to buy stock has made false statements about it, what is the victim's chance to get his money back? Can he get it back from the corporation in such a case?

Respectfully yours,

A. O. ENGARD.

Several months ago I wrote an article on "How a Business Man Should Invest His Surplus Money," in which I stated in substance that no form of pure investment was so safe, satisfactory and profitable, in the long run, as first mortgages on improved real estate. The class of investments to which the correspondent refers are good to let alone. The man who buys stock in them, especially if it is a small block of stock, as it usually is, has about one chance in fifty thousand of getting his money back or anything back.

These wildcat investment schemes which are offered business men are practically always in corporate form. So far as my recollection goes, never once have I seen them offered either in partnership or individual form. They are corporations for several reasons: The promoters can get the benefit of apparent large capitalization with a small sum actually paid in; they are safe so far as their personal holdings go; and the stock and bonds of a corporation offer the easiest known method of turning something intangible into money quickly.

All these investment schemes use bushels of advertising literature, most of it exceedingly high grade and expensive. Prospectuses of enterprises of this char-

acter have been many times before the courts, and their status is pretty clearly fixed. The law in a nutshell is this: A prospectus that is offered for the purpose of inducing persons to buy stock or bonds must not only speak with absolute truth as to what it actually says, but it *must conceal nothing which ought to be told*. The last clause is exceedingly important. Many a corporate prospectus tells the truth, but it doesn't tell all of it. It puts its best foot foremost and conceals facts which would greatly depreciate the attractiveness of the investment if they were known. If any person has been led to buy stock through the concealment of facts which, had he known them, would have changed his opinion as to the enterprise, he can recover his money, always provided there is anything to recover.

The law, as in all other commercial transactions, allows a certain amount of exaggeration in prospectuses and advertising literature, but it must not pass the border line into actual deceit.

It is very seldom that a corporation of the doubtful class we are discussing offers its own stock for sale. If it does, and the representations made are false, it is of course itself liable to an action for recovery of the money on the ground of deceit, and the officers who personally uttered and circulated the false representations can be arrested and sent to jail.

As I say, however, this is not the usual method. The corporation usually gets an agent, or a broker, or an underwriter, or a promoter, and they go ahead and offer the stock or the bonds, and thereby become personally liable.

Where the promoter goes out to sell stock before the corporation is formed, as sometimes happens,

the promoter is personally liable for false representations, and can be sued for the return of the money. He can also be arrested for false pretense. In a case like this, the corporation, when it is finally born, is not responsible for what its promoter did or said, unless it can be shown that in some way it ratified his acts, or stood behind and connived at them, or knowingly took the benefit of them.

Usually the corporation is formed before stock is offered for sale, and if the stock offered is the corporation's own treasury stock, and the person offering it is the agent of the corporation, the company is liable for any false representation leading to the sale of its stock, and can be sued. Quite frequently, the person offering the stock of an existing corporation offers stock which has been issued to himself for services or as some sort of a bonus, and which is therefore his own personal property. No matter what he does or says in a case like that the corporation is not liable.

What is false representation in the sale of stock, bonds, etc.? That well-known old tale that the enterprise will certainly, or almost certainly, or probably, pay 25 or 30 per cent. dividends within six months is never considered a false representation—it is merely a prediction or an expression of opinion. There is this to be said, however—that if it can be proven, as it has been in some cases, that the persons making such prophecies knew when they made them, certain facts which made it absolutely impossible that the concern could pay *any* dividends by that time, it amounts to a false pretense.

A few months ago I was able to recover from the promoter of a gold mining scheme several hun-

dred dollars paid to him, in return for stock, by a business man who had been hypnotized by some of the most beautiful advertising literature I ever saw. In the course of several interviews, the promoter had urged with great vigor the fact that the mine was not an experiment—it had actually taken and was taking ore out, which ore had assayed a substantial percentage of gold.

After receiving his beautifully engraved stock certificate, the merchant became suspicious and came to me. I obtained information that the mine had never taken a dollar's worth of ore out, and represented nothing more than a prospect based on the hope that land situated near a successful mine would also show gold. Of course this does not necessarily follow at all, as anybody acquainted with mining knows.

Upon the theory that this constituted false representation upon a material point, I demanded the return of my client's money, and after some show of fight on the part of the promoter, collected it all. If the promoter consulted counsel, as he probably did, he was without doubt advised that if his statement regarding the ore was untrue, he was liable both to civil and criminal action.

Chances for alluring investment come to every business man more or less often, and all of them are plausible and promise more than the ordinary 4, 5 or 6 per cent. investment. To the man who has saved a little money, and who sees nothing before him but work, these chances to get rich quickly are often exceedingly tempting. The money which has been lost in them—put in without one cent of return—would probably pay the national debt. Naturally there can be no rule for judging them, but it can be adopted as a safe guide that 999 out of 1,000 mining schemes are either fakes or hopeless ventures from the start; that only one land scheme out of probably 100 brings any return to the small stockholder; and that if the proposed investment has its headquarters some distance away from him, and is officered by strangers, and represents not a going, prosperous business, but a mere possibility of success, it is as I said in the beginning, a good thing to let alone. There is hardly a man with money to invest

but can find his best chances right at his own door.

(Copyright, July, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer

in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Raspberries are cheap and plenty—3½ to 6 cents per pint. The demand is good.

Quaker Oats Co. Buys Mother's Oats

Takes Over Two of Great Western Cereal Co.'s Plants and Rights in "Mother's" Brand. Most Important Cereal Merger in Years. Great Western Co. Had Not Been Successful, According to President Morton's Statement.

The Quaker Oats Co., of Chicago, manufacturers of Quaker Oats and various other cereal products, has purchased two of the mills of the Great Western Cereal Co., its chief competitor, together with all rights in the brand "Mother's Oats." This is one of the most important cereal combinations in many years, as both companies and both brands are very widely known.

The Great Western mills purchased were those at Fort Dodge, Iowa, and Joliet, Ill. The Great Western Co. still holds mills at Akron, Ohio; Muscatine, Iowa, and Nebraska City, Neb. What it will do with these, however, is not yet determined. The company may liquidate or reorganize; it depends on the stockholders, who have not yet taken action. According to a statement given out during the week by the Great Western's president, Jay Morton, the business of the concern has not been successful. Its statement follows:—

The Great Western Cereal Co. has had no working capital for several years. Its business has not been profitable, and on the showing made during the past year a continuance of the credit it has heretofore enjoyed is unwarranted.

Under the circumstances it has been considered advisable to dispose of a part of its property. This has now been accomplished in a manner which safeguards to the utmost extent the interest of the Great Western Cereal Co.

Just what its future operations are to be will depend upon the action of its stockholders.

The Quaker Oats Co. has sent this journal considerable matter regarding the deal. The terms on which the properties were pur-

chased is not revealed. The Quaker Oats Co. may sell common stock at par to cover the cost of the acquisitions. The company's junior shares advanced to 190 on the Chicago exchange immediately after the sale, the highest price at which they have ever sold. The Quaker Oats Co. has a surplus of more than \$3,000,000, part of which probably could be devoted to the purchase of additional properties. There is also \$500,000 (par value) of common stock still unissued, being the remainder of the issue of \$1,000,000 authorized more than a year ago.

The Great Western Cereal Co., which is controlled by the Morton family, was organized in April, 1901, taking over a number of plants. It has \$500,000 8 per cent. cumulative preferred stock, \$2,500,000 common stock and first mortgage 6 per cent. bonds to the amount of \$975,000 outstanding, according to the last financial report issued under date of April 30, 1910. The report for the last fiscal year was not made public.

In the 1910 fiscal year the company's gross earnings were \$754,223 and the net earnings \$138,401.

The company's securities, which never were listed on any exchange, have been dragging along in the curb market for some time past. The preferred stock is quoted nominally at 80 to 85, the common 6 to 8 and the bonds between 85 and 90.

Without doubt the Great Western Co. had a very large sale of its chief brand, Mother's Oats, particularly in the East.



SKIPPER SARDINES A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's
Bouillon
Capsules

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

We Are An Independent Company

WE HELP KEEP THE PRICES DOWN

BIGGEST FREE DEAL ON STARCH YOU EVER HAD

Until AUGUST 1st, with each 6 Containers 24 1-lb. PENN GLOSS (package blue and white), 16 oz. Net Weight, we will give FREE 40 lbs. of Garantee Corn Starch.

Garantee Corn Starch is Advertised by the Philadelphia North American AS THE ABSOLUTELY PURE CORN STARCH.

For 6 Containers PENN GLOSS at 92c. each you pay us \$5.52

We give you free 1 Case 40 1-lbs. Garantee Corn Starch

at 5½c. per lb. 2.20

Net cost for the 6 Containers PENN GLOSS \$3.32

This is 55c. for 40 One Pound, Net Weight packages.

The best our competitors do is 65¼c. for 24 short weight packages.

Freight allowed to YOUR TOWN, terms 2 per cent. 10 days, 30 days net. This means 30 days sure.

HOW CAN WE DO IT?

We sell you direct. All middle men cut out. No pay for anyone.

Yours for HONEST weight and Good Starch,

AMERICAN STARCH CO., Lititz, Pa.

HENRY PARR, Sales Manager.

Are You With Us?

Brokers calling on BEST retail trade in Territory we are not represented in can get A1 Contract.

THE STROLLER'S COLUMN



If Your Boy's in the Store With You.

Got any boys?

Are they in the business with you, or have you got a hunch that you'll take 'em in?

Take my advice and treat 'em white. Don't look on 'em as good things and push 'em along, like a good many dads do.

"Why in thunder should I pay him wages; don't I feed him and buy his clothes?"

That's what the father of a big husky fellow twenty-two years old said to me six months ago about his boy. The boy was clerking in his father's general store, and he was on the job from 6 in the morning to 7 at night.

He didn't even get regular spending money—had to go to the old man for every cent he got.

Know what? As soon as he could, he got a job where he'd get paid. The old man was as sore as a corn for a month or two, but he got over it, and the two of 'em fixed it up.

But the boy still keeps his job.

Wasn't that a fool thing for the old man to do? He lost the best clerk he ever had—a good conscientious boy that really had an interest in the business. And of course when he quit him he had to go right out and hire somebody to take his place.

This wasn't stinginess on father's part. He's real open-handed about most things. It simply never occurred to him that he ought to pay wages to his own boy.

Only last month I was in another store up-State—grocery store this time—where the owner has two sons in business with him. Not partners, only clerks. One of 'em drives the delivery wagon.

When I got there the father was out and while I waited the oldest boy came up to me and said:—

"Don't know anybody who wants a clerk, do you?"

"In town here?" I asked.

"Anywhere," he said, "I'd just as soon go somewhere else."

"You?" I said, "you don't mean you want a job for yourself, do you?"

"Sure I do," he said. "I'll take another job the minute I can get one."

"But what's the matter with what you've got?" I asked. "In your own father's store—you can't beat that."

"I can't, eh? Well, I'm out to try to!" he said. "I want to work where I can get some money."

"Don't your father pay you anything?"

"No, he never has. He gives me a little spending money, but he's never paid either me or Bill any regular wages."

"It would be a shame to leave the old man, wouldn't it?" I asked. "He's getting along. It seems to me it would be foolish, too, for he'll want to pull out before long, and then you and Bill will have the store."

"That's where you're wrong," he said. "Father's been talking for over a year of selling out and buying a farm. Then where'll we be? I suppose we can go on the farm with him and milk the cows for nothing! Not me—he never has had much consideration for me, why shouldn't I look out for myself?"

"How old are you?" I asked him.

"Twenty-six," he said, "and never got a week's wages in my life, though I've been earning wages for seven years!"

See that? That boy is sore on his own father. By George, but I do hate to see that! You know, a boy has a right to expect his father to go a big bit further for him than anybody else, and when his own father throws him down, things get all tumbled up. Know what I mean?

I know a lot of stores where the boy—or the boys; in one store there's three of 'em—work with the father, and as I know my people pretty well, I know a good bit of what goes on. Mighty few of 'em pay their sons the same wages they'd pay a stranger for the same work.

That comes pretty darned close to doing less by your own flesh and blood than you'd do for a stranger. Don't sound good, does it?

As I see it, a father that has a good boy in his store ought to pay him *more* than he'd pay a stranger. Why? Because he's worth more. If he's a good boy, understand, he'll take as much interest in the place as if he owned it. And maybe that ain't worth more than the kind of work that never goes further than keeping busy till the clock strikes quitting time.

Brace up there, pop!

THE STROLLER.

Grocers Do Better than General Stores.

Reports of Many Failures Show Less Grocery and More General Store Failures as Compared With May, 1910.

The official report of failures in the grocery and general store lines, just received, shows that more general stores failed in May, 1911, than in May, 1910, and fewer grocers.

The figures are as follows:—

General Stores—May, 1911, 89; liabilities, \$618,523; May, 1910, 71; liabilities, \$537,398.

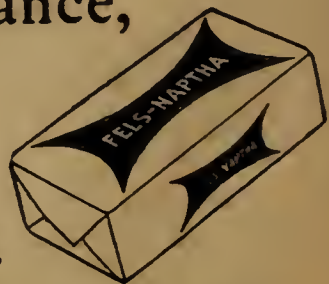
Grocers—May, 1911, 168; liabilities, \$598,996; May, 1910, 182; liabilities, \$509,387.

Lima beans are scarce and high—\$4 to \$5.25 per basket. The demand is light.

The development

(and decline) of imitations of Fels-Naptha soap have always been accompanied by frequent changes—of appearance, packing and quality.

Fels-Naptha soap's whole career has been unique for absolute general uniformity—especially of quality.



THE GROCERY MARKETS

Tea.

The tea market has shown some activity during the week, and a fair business is reported. Considerable excitement is manifested in low grade greens on this side, which have advanced about 7 cents per pound from the beginning of the season. The color situation has been responsible for nearly all of this. New Japans, Congous and Formosas are coming forward, all on a very firm basis. Advices from Japan indicate that Japans below 24 cents per pound in a large way may be much less merchantable than usual, on account of absence of artificial color. The tea market is in a healthy condition and the consumptive demand is fair.

Coffee.

The coffee market is firm and shows an additional advance for the week. Both Rio and Santos of all grades are from $\frac{1}{8}$ to $\frac{1}{4}$ cent higher than a week ago, due to continued bad crop reports from Brazil. The demand is fair, but there is some little disposition to buy against future wants. Mild coffees are scarce and firm; they show an advance of $\frac{1}{4}$ cent for the week. Java and Mocha are firm and unchanged.

Sugar.

Raw sugars are firmer and refiners have been taking them quite freely during the week. Apparently there is considerable chance that refined may advance 10 points, and the trade seem to be preparing for that. The Federal refinery cut prices 5 points on Wednesday, but this does not affect the possibility of an advance by other refiners. The demand for refined sugar is good.

Fish.

New shore mackerel has receded somewhat from its high prices during the week, and prices are 50 cents to \$1 per barrel below a week ago. Other mackerel are unchanged, and the demand for mackerel generally is only fair. Cod, hake and haddock are unchanged and quiet. Domestic sardines are unchanged, both as to new and old, but the talk from the packing districts is very firm on account of unsatisfactory run

of fish. Imported sardines are unchanged and quiet. Salmon is exceedingly high and firm; demand light.

Syrup and Molasses.

Glucose has advanced 5 points since the last report, on account of a flurry in corn, and compound syrup advanced $\frac{1}{2}$ cent. The demand for compound syrup is inactive. Sugar syrup is unchanged and quiet. Molasses dull at ruling prices.

Canned Goods.

Spot tomatoes are very firm and show an advance to 90 cents in a large way. This is due to the fact that the available stocks for use during the balance of the season are much smaller than usual. Future tomatoes are also higher, being quoted now at 80 cents in a large way. Bad crop prospects due to drought are responsible. Spot corn is exceedingly scarce, but no special change has occurred either in it or futures. Peas, both spot and futures, are unchanged and steady to firm. The early Southern pack has been absorbed at high prices and represents but a small part of what it should have been. Some packers delivered as little as 19 per cent. The spot stocks of tomatoes, corn and peas, not only in packers', but in jobbers' hands, are much smaller than usual, and prices are relatively very high. California canned goods are wanted in a moderate way at about unchanged prices. No futures have been named yet, except here and there, and the situation appears very unsettled. For example, future prices on extra standard lemon 'cling' peaches have been named all the way from \$1.30 in a large way, coast, to \$1.70. Small standard canned goods are unchanged and quiet.

Dried Fruits.

Future prunes are slightly higher, and the basis price, on the coast, and in a large way, is from $4\frac{3}{8}$ to 5 cents, according to date of shipment. The demand is only fair. Spot prunes are very scarce, very high and in very light demand. Spot peaches are getting cleaned up, but the demand is only fair. Futures are probably a

cent below the opening price, and the demand has been only fair. Spot apricots are very scarce and cut but little figure. Futures are so high that almost nobody is buying them. Raisins are unchanged and quiet. Currants in moderate demand at ruling quotations.

Beans and Peas.

Domestic pea beans, as reported last week, took a wild flurry during which they touched \$2.38 per bushel in a large way. This is an advance of 25 cents in a comparatively short time. The advance was purely speculative, however, and almost at once a decline occurred of 15 cents per bushel. Domestic marrows are unchanged and quiet. California limas are unchanged, but seem due to advance, as stocks are low. Green and Scotch peas are unchanged and dull.

Butter.

The butter market is firm at an advance of 1 cent per pound on both solids and prints, nearby and Western. This is due to the increased demand caused by the approaching holiday, coupled with the good speculative demand for fine butter. The make of butter is fully up to the average for the season, and the quality is running good. The weather has been generally favorable to the making of fine butter all over the country, and a considerable quantity has been sold for storing. The market is healthy and the future depends on the demand.

Eggs.

The egg market is firm at an advance of 1 cent per dozen, due to the falling off of the production. The receipts of eggs have decreased considerably during the past few weeks, as usual at the season. Owing to heat, the quality of the eggs arriving is showing the effects of the heat, and the percentage of fancy eggs is very small. The market is in a healthy condition on the present basis and any change will likely be an advance.

Cheese.

There is an active consumptive demand for cheese, and the market is firm at $\frac{1}{2}$ cent advance.

There is also a speculative demand for high grade cheese, and all receipts are being cleaned up on arrival. The average quality of the cheese arriving is very fine and there will likely continue to be a good speculative and consumptive demand at practically unchanged prices for some time.

Provisions.

Everything in smoked meats is firm at unchanged prices. The recent advance has curtailed the demand, and smoked meats are not selling as well as usual at the season. Pure lard is firm at $\frac{1}{4}$ cent advance, and compound is steady and unchanged. Both show normal consumptive demand. Barrel pork is unchanged and is only in fair demand. Dried beef and canned meats are unchanged and quiet.

INDIVIDUAL MARKET REPORTS.

Salmon.

The market on spot salmon has been very good; small amount carried over—sockeyes and medium reds are now meeting with ready sale.

Only a few cars remain. This year will be known as a short pack year on high-grade salmon. An extremely small pack of sockeyes is anticipated and red Alaska will probably bring down its usual quantity.

This year interest will centre principally around red Alaska salmon for high grades, and chums and pinks for the cheaper grades. Some sales of future red Alaska for early shipment have been made at \$1.50 and many offers at \$1.45 have been declined. Some sales of future pinks have been made at $92\frac{1}{2}$ cents, which seems very cheap in comparison to the present price of spots of \$1.15 to \$1.20—practically none available. For many years there has been no profit in packing pinks, and it is probable that packers will try to hold pinks around \$1 per dozen and put chums at a price that will induce trade to use them for their Southern customers. Should the pack of pinks be light, which is not expected, they will surely open up at least at \$1. Of course most of the future business has been done subject to approval of opening prices. As the canners go North with a stated quantity of cans, they know if they had a short pack of red fish it will almost

surely result in a large pack of cheap fish, as it is better to fill the cans than to carry any of them over empty. The chances are that prices will not be named on pinks until after they have a line on the pack of reds. Some future business has been done in chums at about 87½ to 90 cents; pinks at about 92½ to 95 cents; medium red Alaska, \$1.40 to \$1.55; red Alaska, \$1.50.

It is reasonable to suppose that the large factors on red Alaska salmon will open prices slightly higher than last year, encouraged by the phenomenal clean-up. Never have we seen such a strong market with high prices and good packs at the same time as during the past season. The field for the cheaper grades of salmon like pinks and chums has been greatly enlarged owing to the immense quantities now being used in the Orient, the Philippines and South America. The prediction made many years ago that packers will go out and prepare specially for larger packs of pinks is about to be realized, as several new canneries have been started this year.

Apparently there will be lower rates made via steamer via the Tehautepec to points on the Atlantic from the Gulf of Mexico to New York, including the large shipping ports, and up the river from New Orleans to St. Louis, and we are to-day quoted a rate of 45 cents to New York and this salmon can be landed in Chicago for 26 cents additional. From here to St. Louis via New Orleans, intimation is that there is a rate as low as 60 cents. These rates apply on carload lots and up. It will be practically four or five months before any future salmon is in the hands of the trade. PHILIP J. BRADY.

Seattle, Wash.

Standard Canned Goods.

Continued unfavorable weather conditions for the tomato crop, coupled with an increasing demand for the canned article coming from nearly all sections, caused a stronger and active market again last week, and at the close the outlook is for further activity, with an upward trend to the prices. Both spot and future tomatoes shared in the activity. The light supply of spot tomatoes and the wide scattering of the goods is the basis of the advance in them. The same conditions are expected to prevail during July and until the next canning season opens in August. It is given out by the growers that the crop will be later than usual this season because the results of the unfavorable weather during the spring months cannot be fully overcome, even though the conditions prevailing from now on prove to be favorable. Those canners who have sold freely for fu-

ture delivery are feeling a bit uneasy. The rather extraordinarily late spring kept the ground too hard and too dry for plowing and the setting out of the tomato plants around the usual time for such work. When the drouth was broken all sections of the tomato growing country did not share equally in the rainfall.

Some got too much at one time, while the others got but little of it. The southern half of the Peninsula continues to suffer from lack of rain, and the northern half has been favored only in spots. These are the facts as they exist at this time, and it seems to be solely a question of weather conditions from now on so far as the

market fluctuations are concerned. Meantime, protect your requirements in tomatoes to some extent at least.

The string bean season is now on, and already the demand for them is excellent from the jobbing trade because the opening prices are considered to be reasonable and the small pack and high prices of peas is expected to benefit them. The small surplus stock of peas here will not cut any figure in the market for that article. Pick up any good trades offered in them. Sweet potatoes for future delivery are quite active and stronger. Spot corn is getting scarce here and future corn is very firm. Every line of vegetables is firm to strong with but one or two exceptions.

Strawberries are over and the surplus stocks here are the lightest in many years. Cherries are over also. Raspberries are now on, red and black, and the reports about the size of the crop are mixed. The canners have started the season at rather a high cost for the berries, as if they think the crop is light. Gooseberries are also coming in, and they are not cheap as yet. Blackberries will be due next week, and it is said the crop will be another disappointment. Some crop reports should be taken with a grain of salt. Six or eight weeks ago a fair peach crop was reported in sight; this week the crop is reported to be almost a failure. Surely nothing occurred in the last couple of months to hurt the peaches, and yet both canners and jobbers are buying peaches freely, spots and futures, at advanced prices. Fresh pineapples advanced too high this week for canning purposes, and the Baltimore canners stopped work on them to await further developments. They will not again pack a big surplus stock, after their unprofitable experience the last two years. Spot apples and pears are being cleaned up and futures are fairly active. All canned fruits are strong without any exception.

Cove oysters are firm, though not so active. Herring roe is sold out.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market continues steady, with very good spot demand. Prices, however, are practically unchanged during the week. There has practically been no cables from London during the week owing to the holidays there.

Pepper somewhat firmer during the week. Spot demand continues exceedingly good. Stocks are small. White pepper is moving in a most satisfactory way at steadily advancing prices.

Red peppers somewhat firmer and in good demand. Prices unchanged.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

What Are You Doing With Soap Powder?—Meeting cut prices on the advertised kinds at a gross profit of 10 per cent. is losing money, because no growing individual business can be run on a 10 per cent. expense. If you don't experience this cut rate all the better. If you do and you're a "digger" get out your 4-pound package even although 99 per cent. of the women you talk to never heard of it. Understand, we're not knocking, and you mustn't knock the advertised article nor practice substitution. But when conditions are such that you are pushing out a lot of stuff that shows a loss, that condition must be to some extent overcome.

"Here, madam, is a full weight 4-pound package of washing powder for 15 cents. It's just as good for cleansing your best clothes as it is for mopping your dirtiest floor. It isn't a grainy powder like some and it isn't the kind that sinks in a lump to the bottom of the pan. It dissolves quickly and is a great sud maker. It leaves one's hands clean and soft, same as the best white soap does; it's more convenient than soap and far cheaper to use when you follow the directions you see printed here."

"That's Our Own Vanilla."—You know of course that flavoring extracts sell best in summer. More puddings are used. More cake is baked. More home-made ice cream is consumed.

DEMONSTRATE VANILLA.

Demonstrate it yourself by putting a few drops in the palm of

your (clean) hand; rub hands together vigorously; place one hand near the nose of your customer and say *that's our new vanilla flavor*.

There's nothing new about this method. It has been done at the desk of every grocery buyer probably since extracts for flavoring were first introduced. But it's effectual.

What! Horseradish in Summer?—Why certainly. That's just the thing to give tone to the cold meat on a hot day. It can be bought by the gallon anywhere from 40 to 75 cents. Price depends on the experience of the buyer or the smartness of the seller. Have your jelly glasses ready and fill up. You'll get fifteen glasses out of a gallon at 10 cents a glass.

(Better let the boss read this paragraph.)

This Is Good Business.—"Shall I save you a watermelon for Sunday? Going to have ten crates of these ripe California cantaloupes to-morrow; do you want a half dozen of them? Mr. Taylor just left us 20 dozen fresh country eggs; can you use a dozen or two? There's a new English Breakfast tea the boss bought in New York last week at a bargain. He said 'sell it for 37 cents, it'll be a good ad.' I believe you inquired about pineapple for preserving? We'll have lots of them this afternoon at \$1.50 and \$2 a dozen."

Of course it is understood that you talk *facts*—that you really have fresh eggs and that you have a tea bargain, etc.

Cloves slightly easier. Demand very good. Far off shipments are held at fairly firm prices.

Pimento (Allspice) firmer for spot. It is reported that the crop is a small one.

Nutmegs firmer for spot stocks. Futures are unchanged. Nutmegs are a safe buy at present values.

Mace in very good demand at unchanged prices. Values, however, are firm.

Gingers in fair demand at steady prices. Crop arrivals are practically over and prices are likely to advance rather than decline.

Tapioca is very firm. Prices are likely to advance during the summer months.

Seeds and herbs are all in good demand at steady prices, except celery, which is easier. New crop Coriander is offered at very attractive prices.

Green Ginger Root.—First arrivals are in and the stock is strictly prime. Higher prices are anticipated during the summer.

McCORMICK & CO., INC.
Baltimore, Md.

Evaporated Apples, Etc.

Prices hold very strong on future evaporated apples, and the demand varies, being very brisk one day and somewhat quieter the next. The entire demand is from Europe, and it is great enough to absorb all the offerings. On to-day's market it is impossible to buy October prime in 50-pound boxes under 9½ cents; November, 9¼ cents, and December, 9 cents.

Offerings of new crop raspberries are very limited, as it is impossible yet to tell how much the output will be. The market is quotable at 22½ to 23 cents f. o. b. shipping point in barrels.

C. C. HALL.

Rochester, N. Y.

MARKET NOTES.

California cantaloupes are plentiful and comparatively low—\$2 per crate. Georgias bring 75 cents, but very few are good.

Georgia peaches are ruling high—\$2.50 to \$3.25 per crate. Scarcity is the cause; only three to four cars are coming per day, against 20 to 40 cars last year, when the price ranged from 75 cents to \$1.50. This year's crop of Georgia peaches is only 700 cars, as against 5,000 cars last year. The quality is good, but the demand is light.

The first Jersey tomatoes are in, and are ruling at very high prices—\$2 to \$3 for good stock in small truck baskets. Mississippi

and Texas tomatoes range from 90 cents to \$1.

North Carolina huckleberries are ruling comparatively high—9 to 11 cents for North Carolinas and 12 to 14 for Pennsylvanias. The demand is good.

The first Jersey corn is in market at \$1.25 per basket, and Southern corn rules at about the same figure. The quality is fair and the demand good.

PERSONAL.

Charles M. Wessels has resigned as president and general manager of the United Stores' Association, of New York City, and will devote his entire attention to the business of the C. M. Wessels Co., representatives of the Grocery and Allied Trade Press and the National Retail Grocers' Association.

Unless it is Mustard the Label Must Tell.

Federal Food and Drug Board Says Manufacturers Must Not Use Charlock for Mustard Without Saying so on the Label.

The Federal Food and Drug Board has, during the week, issued the following new ruling regarding the use of a substitute for mustard in plain "mustard" and also prepared mustard:—

It has come to the attention of the Board of Food and Drug Inspection that the seed of charlock (*Brassica arvensis* L.) is being substituted by some manufacturers, in whole or in part, for that of the true mustards, viz., yellow or white mustard (*Sinapis alba* L., synonym *Brassica alba* [L.] Boiss), brown mustard (*B. juncea* L.), and black mustard (*B. nigra* L.).

It is the opinion of the Board that when charlock is substituted in part for mustard the label should clearly indicate this fact. A condiment prepared from mustard or mustard flour and charlock with salt, spices and vinegar is not "Prepared Mustard," but, provided a greater quantity of mustard than of charlock is used, it should be called "Prepared Mustard and Charlock."

Western Farmers Turn Down Mail Order Houses.

According to a dispatch printed in a Port Huron daily paper, a number of farmers met a few days ago in the vicinity of Plainwell, Mich., and pledged themselves to, in future, patronize only the stores in neighboring towns and not to send away to the large cities for any supplies which they may need. The decision, it is

said, was the result of some very unsatisfactory transactions which the farmers in that vicinity have had when purchasing goods by mail. They have been brought to realize that quality considered, they can buy just as cheaply from their local merchants, and instead of being disappointed after purchasing, on the strength of some elaborately described article as shown in a catalogue, they will in future see the goods in the stores of their home merchants and know exactly what they are buying before they pay out any money.

ASSOCIATION NEWS.

Chicago, Ill.

In order to convict the Chicago newspapers of misrepresenting the percentage of profit made by retail meat dealers, President Edward Levey, vice-president of the United Master Butchers of America, and president of the North Side Master Butchers' Association of Chicago, took a representative of the Chicago "Tribune" around with him among some retail meat stores. The following is from the "Tribune's" story of the tour:—

At only one place, an "independent" concern, was a loin offered at the 13½-cent wholesale price quoted. It was not first class. At the Swift depot 15 cents was asked and at the Armour depot 16 cents.

At each of these places it was admitted that a loin should be hung up for eight or ten days before being cut, which period it will shrink about two pounds and will accumulate a mold, to remove which causes another two-pound loss. This means about a cent a pound additional as the real price paid for a loin. President Levey says his profits on retailing a loin are 20 per cent., out of which he must pay all of his expenses, rent, salaries, etc.

To illustrate the profits in bacon he bought a piece weighing seven pounds for 23 cents a pound. This he trims and slices, after which it weighed but six pounds. It was worth in his market 30 cents a pound, a profit of 19 cents on the investment, not counting the expense of handling.

On the day before Mr. Levey made this practical test of meat prices in the packing house depots, the market at the Union Stock Yards averaged \$5.99 for hogs, the lowest price paid for several months. Cattle were bought for \$6 and \$6.15 a hundred, which was about \$2 a hundred less than the market a year ago.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

Here's a chance for one grocer in each town to make bigger profits and draw new customers.

To one grocer in each town we offer the distributing agency for P. C. Health Breads and our other specialties.

We give you exclusive territory and help you get business coming your way.

Write quick for full particulars because territory is being snapped up.

P. C. PURE FOOD CO.
1745 North 12th St., Philadelphia

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia



No. 1 Cuspidor
6½ inch

THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no dreyage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.
ZANESVILLE OHIO

John R. McFetridge & Sons

Printers

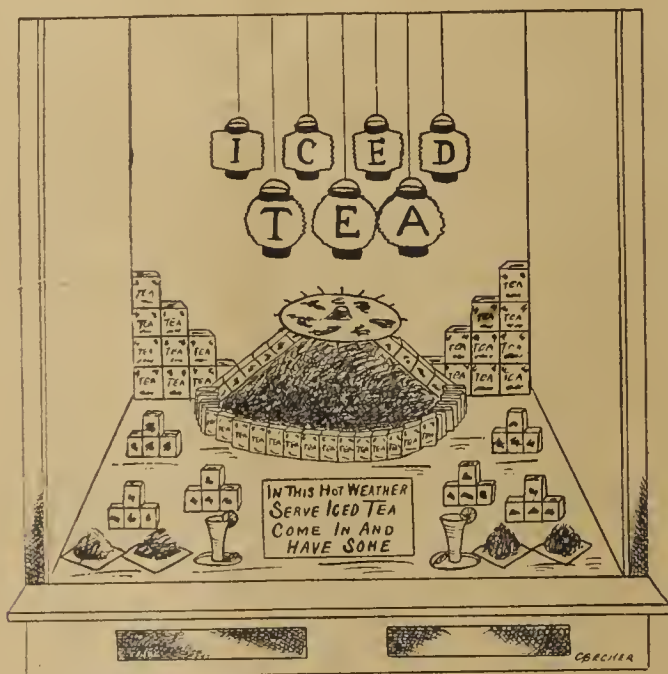
927 Arch Street

Philadelphia



Tea Display.

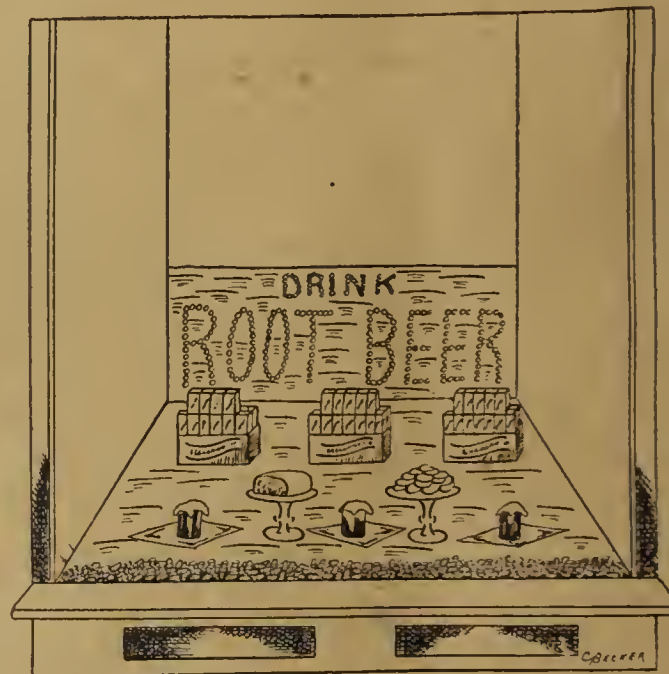
Tea, the old stand-by article, with which the average grocer can always make a nice window display, is popular at any time, especially now in warm weather, when a great many people have it iced. This is a good time to make a window display of it. To arrange, first cover the bottom of the window with yellow crepe paper. In front, at each side, place two paper napkins, on which have a small pile of loose tea, black and green, and a glass of iced tea on a plate. Put a slice of lemon on the rim of the glass and a slice on the plate. In the centre place a large sign card and letter like illustration if you intend to give some a sample in the store. If you do, this will help you sell tea. Have a couple of small wineglasses and a pitcher of iced tea on the counter and give a taste to your customers.



At each side of the window place small pyramids of the packages. In the centre in the rear place a few boards slanting, curve them outwards to form a semicircle and at the bottom cover them with wrapping paper. Now place package tea all around the boards at the bottom, as they are to prevent the loose tea from spreading over the window. Now fill the slant with loose tea. Run packages along the edge of the slant in the rear. Place a Japanese parasol at the top. At each corner in the rear build a pyramid of the packages. Suspend seven Japanese lanterns in the rear—four small ones and three large. The letters can be painted on or cut from black paper and pasted on. This is a neat window and will show up fine, especially at night.

Root Beer Display.

This is root beer season. Every grocer handles one or more brands of the extract, so why not have a window display of it and increase your sales? It is arranged in the following manner: First cover the bottom of the window with any color crepe paper that will show up your packages to the best advantage. Along the front of the window place several rows of corks. On two high cake stands display some pound cake and some small cakes. Spread three paper napkins and on each one place a tumbler, in which place black coffee, which will serve to imitate the real beverage. Cut cardboard round just to fit over the top of the glass. This is to prevent the cotton



from becoming wet, of which some should be used on the top of each glass to imitate the foam or froth. Pull out one or two little ends over the edge of each glass, as though the contents was running over. Now back of this display your extract on small boxes, which are covered with the crepe paper. Letter each particular brand on the front of each box. Make the background of thin boards and cover them with the crepe paper and letter like in illustration. The letters are made with corks and are held in place with a drop of glue. Paste the large end of the cork to the board and the small end out.

MAGAZINE NOTES.

And now comes the vacation season, when the out-of-doors calls to us in tones that will not be denied. Even our reading is done in the open, so far as possible, while as for the kind of reading—well, no involved, problematical fiction need apply. We want stories of

love and adventure, full of action and incident—stories of live people. One such story is the complete novel in the July "Lippincott's": "From the Car Behind," by Eleanor M. Ingram, author of those successful books, "The Game and the Candle" and "Stanton Wins." Like her other stories, "From the Car Behind" has to do with motoring, especially motor racing. The love interest

is captivating, the action tense, the humor abundant, the mystery long-sustained. It is the sort of tale one must finish at one reading, for nowhere in it does there seem a place where one is willing to lay it aside. All the characters are intensely human, being neither holy saint nor wholly sinner. In short, the novelette has all the ear-marks of a "best-seller," and it is pretty sure to

take rank as such when it is brought out in book form.

Watermelons range from 15 to 35 cents each and are coming from Georgia and Florida. The quality and demand are good.

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Here is a New Grocery Jobbing Scheme

Mr. Newberry, of Los Angeles, Cal., Invents a Plan of Selling Retailers on a Brokerage Plan. Says He has Worked it for Two Years Past.

Special Correspondence of "Grocery World and General Merchant."

Los Angeles, Cal., July 2, 1911.

Most of the grocery trade throughout the United States know the J. R. Newberry Co., which maintains a chain of retail stores here, and which has come before the trade in various ways for several years. Mr. Newberry has been taken quite an interest in organization work, both in the California and National Associations.

He now has a new enterprise, which is unlike anything in the way of a jobbing business which has ever been started in this country. His company retired from the retail business yesterday, July 1st, and he will henceforth do a jobbing business. The new feature of his plan is the way he fixes his prices.

Mr. Newberry gave a statement regarding his new plan to the local trade paper, and I take the following extracts from it:—

We believe that the distance between the producer and the consumer is too great, being represented on an average by 70 per cent. in profit and expense. There are many causes, the principal one being the formidable organization of capital known as trusts. The Sugar Trust to-day is absolutely responsible for sugar being \$1.50 higher per cwt. than it should be, and the tariff at \$1.68 per cwt. gives them an opportunity to wield this unjust and discriminating monopoly, without benefit to the producer or the consumer. The Coal Oil Trust, the same; the flour and packing house propositions are in the same category. These four lines consist of fully 40 per cent. of the average family's living expense. We make this preliminary statement simply that the retailers, the wholesalers and the consumers of Southern California may know exactly that we thoroughly understand the step we are taking.

We retire from the retail grocery field July 1, 1911. In retiring from the retail distributing business we do so because we feel that we can be of more service to the producer, the retailer and the consumer by entering the absolute jobbing line than we can to remain in the retail and jobbing lines together. We expect to place ourselves squarely in the position of distributing to retail distributors only. We expect to literally carry out the resolution as adopted by the National Retail Grocers' Association at Portland, that

the jobber has his legitimate place as well as the retailer, but there should be a well and clearly defined line drawn between the wholesaler and the retailer. We shall use the Government definition upon this proposition, and whenever a man buys goods that are consumed upon his premises, such as hotels, restaurants, railroads, logging camps, railroad camps, etc., these are denominated by us as consumers, and will be treated as such. The retailer is a man who takes the goods into his house and redistributes them, and does not consume those goods upon his premises. A jobber is a man who distributes to the retail distributing trade only. Those are the principles set down by us in our new venture in entering the jobbing trade. We believe that preferential dealing must be stopped. The days of 25 and 50 per cent. jobbing profit have gone by. We should eliminate all hypocrisy and double dealing in all of our transactions. Therefore we shall carry out the principles that we adopted several years ago, and are successfully carrying out to-day, of billing all of our goods to the retail trade at the jobber's cost, plus a brokerage that we agree upon before the purchase is made. This plan has been in existence with us for two years and is as follows: All dealers who give us business to the amount of \$2,000 per month are entitled to the lowest possible brokerage, which is 3 per cent. Those who give us a business of from \$1,000 to \$2,000 per month will be upon a 5 per cent. basis; those who give us a business of from \$500 to \$1,000 per month will be upon a 6 per cent. basis; those from \$500 to \$100 per month will be upon an 8 per cent. basis. We shall not undertake to handle any business that does not aggregate at least \$100 per month. All bills are payable on the Monday following the day of purchase. In order to protect our customers we will sell but one

man in an ordinary town, giving him exclusive control without a direct competitor at our basis, in his city and surrounding community. This is for the outside and shipping points.

The city of Los Angeles will be divided into 71 different districts, giving each district a certain territory, limiting each store in their delivery to this particular territory. Where they have customers call from any territory in the city to buy goods from them, who take the goods with them, there is no restriction whatever. In order to establish thorough confidence between the dealer and the consumer we are arranging a schedule of standardized prices which will show the goods upon which the dealer makes 10 per cent., or on which there will be a profit of 10 per cent. between the manufacturer and the consumer. There will be another list showing the goods bearing 20 per cent.; another bearing a profit of 30 per cent., the object being to make the average profit between the producer, manufacturer and the consumer 20 per cent. on the average. This will give the jobber his 3 per cent. profit and the retailer his 17 per cent. and 27 per cent. profit. All of our customers in the city of Los Angeles will be upon the same basis.

This plan is arousing a great deal of attention, and Mr. Newberry is receiving many communications from various sections of the country asking for more details.

R. O. TAYLOR.

Georgia peaches keep comparatively high—\$1.50 to \$3. on account of comparatively light receipts. The demand is good.

Thinks Tomatoes Would Sell Better if They Could Retail at Ten Cents

Maryland Packer Suggests Packing Them in Smaller Cans so They Could be Sold at that Price. At Present Market Tomatoes Can't be Retail for Less than Twelve to Fifteen Cents.

A Maryland canned goods packer believes that one way to increase the consumption of tomatoes is to pack them in smaller cans so that the retailer can sell them at 10 cents. He admits that at the present market tomatoes in No. 3 cans cannot be profitably retailed at 10 cents, and this without doubt has an influence on sales. Here is his argument:—

If grocers feel they cannot afford to retail at 10 cents an article costing them as tomatoes do on the present basis, and that to sell freely canned tomatoes must be a 10-cent article, then it is up to the packer to get to work at once and pack his tomatoes in a smaller can and to sell them at 72½ cents per dozen or less. This can be done by using a regular California 2½ can. The average buyer does not seem to be able to realize any special difference in the size of the can.

In order to retail goods at 10 cents a retailer must buy them at not to exceed 95 cents. If a jobber pays 80 cents and 8 cents freight, 1 cent cartage, his cost is 89 cents, and if he sells at 95 cents he actually loses money, for it costs him an average of 8½ per cent. or 9 per cent. to do business, or fixed charges added, the jobbers cost is 96½ cents. He should then sell at \$1.02½ to \$1.05.

The retailer's cost of doing business is 15 per cent. on sales. If he pays for tomatoes \$1.02½ and he adds his cost of doing business, it makes tomatoes cost him \$1.17½, and he cannot retail them at 10 cents. Whenever you put the Standard No. 3 tomato above 10 cents retail, you heavily and disastrously reduce the sale of it.

If penny change was universally used it would not matter much, but it is not, and from 10 cents the price goes to two for a quarter, or 15 cents straight, and then sales begin to fall off.

I am decidedly in favor of the No. 2½ can and think it is the true solution to the difficulties described.

California is using it almost exclusively and neither consumers nor retailers seem to attach much importance to the small difference of about four ounces gross between the No. 3 and No. 2½ can of tomatoes.

Future Pickles Take Sharp Advance.

Dry Weather Reduces Crop Prospects and Causes Packers to Advance Prices Two Dollars Per Barrel.

Very strong pickle news comes from the West. Dry weather out there, according to the packers, has reduced the crop prospects very seriously.

As yet, Williams Brothers Co., of Detroit, Mich., are about the only firm to name prices on pickles for future delivery. They named a list of quite moderate prices only a short time ago, but since that have advanced them about 25 per cent.

For example, the opening price on 45 gals., 1,000s, was \$8 delivered in Philadelphia in a large way. The price to-day is \$10.50. The opening price of 45 gals., 1,200s, was \$8.50 delivered; to-

day it is \$11. The price of 30 gals., 1,200s, which originally was \$6.60, is now \$8.60. Ten gals., 600s, which opened at \$2.60, are now \$3. The reduction in the crop expectations is the only reason. The advance prices are about \$1 per barrel higher than spot prices.

Jersey tomatoes are coming forward in large quantities, and the price has taken a sharp drop. At present it is 75 cents to \$1. against at least twice that a week ago. Mississippi and Florida tomatoes are still coming forward, but they are not wanted because of the low price of the Jerseys, and are selling at very low prices.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



This is the new Show Case package that makes it easy for you to sell candy.

It is a remarkably attractive display, and keeps your stock in a space 2 feet by 1½ feet on the end of one of your counters.

It has an extra-thick glass top, metal-edged, with double hinge. Take the wooden lid off and your display is ready.

Grocers all over the country are netting big profits on this new proposition. It will make your candy trade one of the best paying features of your business.

Here's the proposition:

50 pounds of candy brings	-	-	-	\$7.50
Candy with Show Case costs	-	-	-	5.00
Your profit is	-	-	-	\$2.50

And the Show Case belongs to you. Refills cost 8 cents a pound, and you sell them at 15 cents. Your profit is 87½ per cent., and there is no limit to the sales you can make.

Order to-day, or write for full particulars.



Novelty Candy Company

726-727 Singer Building, New York

JERSEY CITY, N. J.
PITTSBURG, PA.

CHICAGO, ILL.
MEMPHIS, TENN.



The New York Letter

Government to Publish Average Retail Grocery Prices. Gossip Over New Vinegar Labeling Law. Various Trade News Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, July 6, 1911.

It is announced that the Government is to compile and publish bi-monthly the comparative retail prices of eighteen grocery staples in forty representative cities. Anybody who has ever tried to obtain the prevailing prices in a single city will appreciate that this task of the Government is of some magnitude and difficulty.

It is to be admitted, however, that the Department of Commerce and Labor, which is to do the work, presumably through the Bureau of Statistics, has been collecting and presenting vast amounts of information along other lines and so, with its unlimited facilities it can no doubt get fairly complete information on retail grocery prices. The variations in the prices of different stores, especially of those in different parts of large cities, is one of the puzzling features and calls for a wide range in the quotations even on the staples.

When the range of prices is pretty wide the figures hardly indicate much to the person seeking exact information, except perhaps that there is free competition and that seems to accord with the present demands.

Now it is charged that the new law as to labeling vinegar, which went into effect in New York State this week, was passed in the interest of the manufactreurs and dealers in bottled vinegar.

It appears that under this law not only must the original package be labeled to show the nature of the contents, but also any vinegar sold in bottles or in bulk must be similarly labeled. This is likely to prove a serious annoyance to the retailers in selling vinegar by measure out of a barrel. The law may be interpreted to mean that a label must be attached to the bottle, jug or pitcher which the customer takes to the store to be filled. The customer may object to having labels stuck on their pitchers and then what is the grocer to do? At the best,

the sticking of the labels on every purchase of a few cents' worth of vinegar is inconvenient.

So some are predicting that the vinegar barrel will pass from most retail stores, anyway in the cities, and follow the molasses and syrup barrels of former years. It may be another victory for package goods, and of course many grocers take kindly to the packages that have replaced so much of the bulk goods of other days.

There is some talk, however, as to why the Legislative Committees of the grocers' associations did not give information as to the effect of the law before it was enacted. It is even said that the measure slipped through without their noticing it. It was well enough known during the recent months that a bill for labeling vinegar was pending in the Legislature. References to it were made by your correspondent in his letters. Apparently, however, the full effect of the bill was not noted by the Legislative Committees until after it became a law, and the associations began to receive communications from the manufacturers of bottled vinegar calling attention to the subject and offering to supply vinegar in bottles properly labeled to conform with the law.

Renewed talk is heard as to the possibility of the Government looking into recent movements in valorization coffee. According to the reports there is a sort of gentlemen's agreement or something of that kind in recent restricted sales of valorization coffee which is not to be delivered on the Coffee Exchange and so does not affect the options.

Gentlemen's agreements are hard things to prove, however, being only oral, and so the talk may not lead to any action.

It is said that Government agents have been busy in Brooklyn of late inquiring as to blends of coffee, vanilla and various other food and drug powders that are not up to the standards of the

pure food law. The chief difficulty of the agents, it is understood, has been in getting evidence that the articles actually enter into interstate commerce. It is said that Brooklyn has been quite a big field for the sale of products which are not labeled under the Federal food law, and which, according to the manufacturers, are packed and sold only in this State so that they are not subject to the Federal regulations.

The Government's agents are trying to prove that the products, or some of them, at one or another stage in their development, do enter into interstate commerce.

A charter has been obtained this week in Delaware by a new \$12,000,000 fruit combination known as the Atlantic Fruit and Steamship Co. It is said that this company will prove a formidable competitor of the United Fruit Co., commonly called the Fruit Trust. The new company is to own and operate a fleet of thirty steamships to ply between New York, Philadelphia, Baltimore and the tropics, and will also cultivate land in Cuba, Jamaica and Nicaragua.

The Peninsular Sugar Co. was incorporated early in the week in New Jersey, with an authorized capital stock of \$1,700,000. The incorporators mentioned in the papers are H. O. Coughland, J. R. Turner, L. H. Gunther, all of Jersey City.

Retail grocers are being urged by the officers of their local associations to give the most hearty support to the city authorities in the present movement to remove sidewalk obstructions.

It is pointed out that while there may be some slight inconvenience here and there for the retailers the ultimate effect will be most beneficial, as the regulations should eliminate much of the business carried on by curbstone merchants and itinerants, with carts or temporary stands, who move about from place to place.

Many of the Italian and Greek dealers who sell fruits and vegetables at outside sidewalk stands, competing with regular grocers, will have to go if the sidewalk ordinances are strictly enforced.

In this connection it is noted that a vast fruit business, in the

aggregate, is carried on by the street hawkers with curbstone carts in downtown New York, and that this business is mostly taken from the regular grocers by the peddlers who pay only a small license fee and no rent.

Thousands of suburbanites and commuters make a practice of buying fruit from the carts to carry home and of course most of this is business that otherwise would go to grocers.

SUMMARIZED MARKET CONDITIONS.

Business was slackened by the holiday. Many brokers and wholesalers remained away from Saturday to Wednesday because of the holiday conditions and the hot weather.

The spot coffee market has been of a routine character. It is clear, however, that the bulls will try to stimulate buying and there is a lot of talk about manipulative methods.

Withdrawals of refined sugar continue heavy and brisk contracting for summer requirements is expected to begin soon. There is talk of a possible advance to 5.10 cents, less 2 per cent., for standard granulated.

Rice is being bought only to eke out supplies and this condition is likely to continue for several weeks pending the arrival of new crop supplies.

Tea is quiet but steady. The brokers are inclined to prophesy a firm market for some months and say that imports will be in an unsettled condition during this period because of the new standards.

There has been no special developments as to canned vegetables. Early peas are in rather eager demand, but offerings are light as most of the packers seem to be sold nearly up to the expected size of their pack. Corn is firm, with light offerings both for future and spot delivery. There is some increased interest in string beans. Asparagus is dull.

Dried fruits have been selling for requirements only. There is a strong tone in prunes, but buyers are not generally disposed to take hold at this time. There seems to be an easy undertone to the future dried peaches. Some claim that certain packers sold peaches short and are now trying to bear the market. There is lit-

tle doing in future raisins. Spot currants are moving slowly.

At this writing the situation in California canned fruits is one of waiting for the association's opening prices. There is not much demand for Southern fruits, but holders are not urging sales and prices are firm. Spot Hawaiian pineapples are reported as scarce. Packers appear to be unwilling to book further orders for future delivery on the basis of present prices.

Because of the hot weather, considerable butter arrived somewhat soft and as a result lines with high marks have been firm in price. Most of the wholesale business has been on the basis of 25 cents for fresh creamery specials, with a fraction of a cent more for very fancy quality. Extras are firm at 24 cents; firsts at 22 to 23 cents and seconds at 20 to 21½ cents. There have been a number of out of town buyers picking up grades at 22 cents or so.

High-grade eggs, nearby and Western, continue firm, and as the heat has affected the quality of a large part of the arrivals there is an upward tendency in the exceptionally fine qualities. Most of the business is in the medium and lower qualities at 12 to 16 cents and holders of these grades are generally urgent sellers, since the quality deteriorates rapidly these days. The fancy grades of nearby white eggs from henneries bring from 22 to 25 cents in wholesale lots.

In the trade generally it is expected that there will be more activity at the close than there was at the beginning of the week.

FRED. A. MCGILL.

Silver Incorporates His Company.

The canned goods brokerage and commission business conducted at Aberdeen, Md., by Wm Silver & Co. since May 1, 1911, as the successor to Strasbaugh, Silver & Co., has been transferred to Wm. Silver & Co., Inc., a company organized under the laws of the State of Maryland, with a capital stock of \$100,000 fully paid.

Huckleberries from nearby points range from 11 to 13 cents per quart, blackberries 7 to 8 cents and raspberries 3½ to 4 cents per pint. The demand is fair.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

Here's a chance for one grocer in each town to make bigger profits and draw new customers.

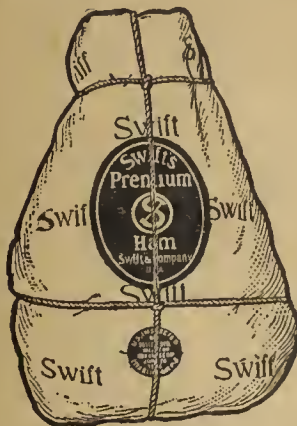
To one grocer in each town we offer the distributing agency for P. C. Health Breads and our other specialties.

We give you exclusive territory and help you get business coming your way.

Write quick for full particulars because territory is being snapped up.

P. C. PURE FOOD CO.
1745 North 12th St., Philadelphia

The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

You Dare Not!

Your competitor, who buys his **COFFEES** by mail, and thus lops off a substantial fraction of the price, has the advantage over you at every turn.

You dare not fight a man who is buying below you! Have you ever considered buying **COFFEE** by mail? Will you let us send you samples, or will you send us yours to match?

The advantage is that you save salesmen's salaries, which are always added to the price you pay.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York

ESTABLISHED 1897



"I'll Take Wheatena"

☞ Did you ever sit at a hotel table in your life without hearing somebody say, for breakfast, "I'll take **Wheatena**"?

☞ One thing sure, you never saw a hotel menu that didn't have **Wheatena** on it.

☞ That's because so many people who eat it in their homes want it when they go to hotels. Let us tell you, **Wheatena** is a seller and a repeater.

☞ The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

28% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia



No. 1 Cuspidor
6½ Inch

THIS CUSPIDOR

in hand-painted colors at \$3.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$3.50 plus the freight.

The Paters & Reed Pottery Co
ZANESVILLE OHIO

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

These trade-mark crisscross lines on every package

Cresco Grits and Barley Crystals BREAKFAST AND DESSERT CEREAL FOODS

FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES

Delicious foods for sick or well.

Unlike other goods. Ask Doctors. For book or sample, write

FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered,
U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

WITH THE EDITOR

As reported in another column, the Interstate Commerce Commission has announced its intention of at once

The Express Investigation.

beginning an investigation into the rates and methods of every large express company in the United States. The making of this investigation has been forecast by various publications in this journal.

Every retail dealer is vitally interested in this investigation, for two reasons: First, because he is himself a user of express service, and if the rates are found to be excessive and reduced, he will gain. Second, the express investigation will have an important bearing upon the parcels post movement. The main reason for passing a parcels post law is the high express rates: cheap parcels post would remedy this, its advocates think. And without doubt the express rates *are* excessive. As proof, the Wells Fargo Co., one of the leading Western companies, has made and invested so much money that if it never carried another package it could pay 7 per cent. on its entire capital stock forever! Every express company could reduce its rates to somewhere near the postage rate which parcels post is expected to furnish and still make money, and if the Interstate Commerce Com-

mission compels it to do this—as it has the power to do—the need for parcels post, with all its attendant evils, falls to the ground.

The writer sees some hope for the anti-parcels post movement in the express investigation.

Mr. Newberry, of California, is an exceedingly versatile and ingenious gentleman, and his ideas on the grocery business are

The Newberry Jobbing Plan.

always fresh and keenly interesting. Mr. Newberry now comes forward with a plan of revolutionizing the wholesale grocery business. It is described in this issue, and is quite unique. He will retire from the retail field—he has a chain of stores in Los Angeles—and will henceforth sell to retailers only. Not on the usual jobbing basis, but on what he calls a brokerage basis. To explain, a retailer who buys from Mr. Newberry will get goods at the price a jobber would pay, plus a brokerage which covers Mr. Newberry's expenses and his profit. If a retailer buys as much as \$2,000 per month, this brokerage will be only 3 per cent. If the purchases are as low as \$100 to \$500 per month the brokerage will be 8 per cent., different percentages between 3 and 8 per cent. being provided for

monthly purchases between \$2,000 and \$100.

The point of this scheme is of course that it gets goods into retailers' hands at a lower jobbing cost than the average jobber can deliver them for. No jobber who uses salesmen can do business for less than 6 per cent., to which he must add a profit, so that Mr. Newberry's "brokerage" of 3 per cent looks good. What is his royal road to doing business on so economical a basis that he can sell on 3 per cent. and make money is not disclosed.

How foolish, illogical and deceptive it is for new stock companies to use as an argument for themselves, the success of other companies in the same line. Nothing is more common in stock scheme literature, and nothing is more lacking in force for the purpose used.

Foolish and Bad.

For instance, before the writer is a prospectus of the New England Cereal Co., whose stock proposition is discussed in another column. Half the available space is devoted to wild talk about the Postum Cereal Co., the Quaker Oats Co., the Cream of Wheat Co., the Shredded Wheat Co., and the Kellogg Toasted

Corn Flakes Co.; their beginnings, original and present capitalization, and so on. The idea is to twist the success of these concerns into an assurance or an argument that the New England Cereal Co. will have a similar success. Not only does this not necessarily follow, but the contrary more likely follows, because after five large cereal companies have swept the country, a sixth concern has much less chance than if it was in the field earlier.

The argument that because Kellogg's Toasted Corn Flakes has succeeded, the New England Co.'s "Trix" must also—the product, the selling plan, the selling force, and the opportunity, all being different—is so foolish that it is remarkable that anybody is impressed by it. Yet people are impressed, and doubtless thousands of shares of worthless stock have been unloaded upon that selling talk alone. A bill was introduced in Congress several months ago and is still pending, forbidding promoters of enterprises like this from using as an argument what like schemes have done. The bill probably isn't worth much, because in the writer's judgment it is unconstitutional, but the purpose is praiseworthy, and if it can be attained in any other way it should be done.

"Has the Food Law Done Good?"

Every once in a while you hear the question—"Has the food law really done any good?" Every now and again I am asked that question myself and I always have the same answer. In fact there is only one answer to make—the food law *has* done good; immense and incalculable good.

Here is an incident which was related to me by the sales manager of one of the best known confectionery manufacturers in the East. It is from his personal ex-

perience, and if he says it is true, I know it is.

One day several years ago, before there were any food laws, this man went to New York to see why certain buyers over there were buying of some other Philadelphia manufacturer. "Because you don't sell cheap enough," seemed to be the general answer, and one of the New York men proved it by bringing forward a five-pound box of mixtures.

"I buy these from a certain Philadelphia manufacturer," he

said, "and the five-pound box, delivered on my pavement, costs me *seventeen and one-half cents.*"

Think of that a moment—less than four cents a pound for *mixtures*!

When the sales manager got back to Philadelphia he went frankly to the manufacturer whose goods these were and asked him—he knew him well—how in the name of everything reasonable he could sell candy at that price.

"I'll tell you," he said. "There isn't any sugar in this candy at all. The foundation is starch, with an admixture of cheap glucose. The sweetening is a little saccharine, and these and the color and flavor make up the whole thing. That

five-pound box costs me, boxed and delivered, 15½ cents!"

Before the food law destroyed such stuff as this, it was sold by the ton, and it represented a form of exceedingly worrisome competition both to the manufacturer of decent candy, and to the retailer who, rather than sell trash, would sell nothing. To-day the sale of candy of that grade is not legally possible. It can be sold, and no doubt is, in many a city cellar, but it is now an illicit business and no manufacturer fears it.

Not long ago there was repeated to me a statement said to have been made by a wholesale dealer in chemicals and paints, who said that before food laws were passed he sold more brown

aint to manufacturers of cheap confectionery, to use as "chocolate coating," than he sold to painters!

Seems incredible, doesn't it? Let I know that that sort of stuff has used up to a comparatively recent time. Not so many years ago I represented a man who bought a large Philadelphia confectioners' supply business. A part of the stock was a brown chemical resembling both chocolate and paint—my recollection is that it was oxide of iron—which the former owner of the business had without reservation was sold as a "cheap chocolate coating."

To-day the sale of such outrageous stuff for human food is a misdemeanor, and the man guilty of it can go to prison.

Why? Simply because of the food law.

E. J. B.

Express Companies to be Investigated.

Interstate Commerce Commission Will Make Them Show that Their Rates Are Fair. Twenty-seven Large Companies Involved. Fourteen Companies Reduce Rates Just as Investigation is Announced.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 5, 1911.

After months of secret inquiry the Interstate Commission during the week formally notified the express companies that their rates, practices and revenues are to be made the subject of a general investigation under the terms of the act to regulate commerce. All of the large express companies, twenty-seven in all, are involved. When the public hearings are held the express companies will be at liberty to introduce testimony to show the value of the physical property employed in their business, the returns from the rates they charge and such other facts as the commission may desire.

At the last minute of the day before the above announcement was made fourteen of the express companies filed tariffs in which they made a 15 per cent. reduction in 10 or 15 per cent. of the business they do. It is believed the express companies' managers learned that the formal order of investigation would be issued and

put in the reduced tariffs for the purpose of laying a foundation on which to base a contention that ever since express companies were brought under the jurisdiction of the commission they have been laboring to bring their tariffs into harmony with the line of decisions made by the commission with regard to freight rates.

The concession made by the companies amounts to an application of the principle that a joint through rate should be something less than the sum of the locals. The new rates will go into effect on August 1st. On that day if a parcels moves over the lines of two express companies the total charge will be 15 per cent. less than it would have been before.

From 85 to 90 per cent. of express shipments are by a single line, so the reduced rates will apply to only a comparatively small volume of business.

Hearings probably will not begin until October or November, because the commission is crowded with other work.

HOLT.

Pennsylvania News Items.

Some interesting questions arose during the week in an argument on arrest of judgment in a prosecution against a nut dealer in Altoona. The indictment was drawn under that clause of the food act which declares an article of food to be adulterated "if it consists of ———, a diseased, contaminated, filthy or unwholesome animal or vegetable substance." Counsel of the defense argued that the law was evidently intended to apply solely to manufactured or unmanufactured food products, and not at all to such as are sold in the state of nature. The Commonwealth, on the other hand, denied the correctness of this interpretation until the Supreme Court decision of this State calls for such interpretation of this beneficial act as shall effectually carry out its purposes, and asked the court to rule that in such cases where articles are concerned, such as nuts, apples and potatoes, for example, which appear as separate units in the lots sold, the word "units" applies to the several units. Owing to the importance of the questions raised, the case is likely to be appealed for a ruling by the higher courts.



Nan Instructs Bobbie.

"Whoop-e-e-e!" says Bobbie.

"Bobbie," Nan has just explained, "Mamma says she gives us Jell-O because it is good for us. Ain't you glad?"

Of course Bobbie answers, "Whoop-e-e-e!"

JELL-O

is so delicious that every child likes it. It is so pure and nutritious and light that it never "disagrees" with anyone, child or adult.

And a Jell-O dessert can be made in a minute.

No other food product has ever attained so quickly as Jell-O the great popular approval of American housewives.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.



Progressive Grocers
PUSH

MAPLEINE

(A Flavoring)

Good Profit, Strong Demand
Extensively Advertised

ITS USES

Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day, or
Smith, Marquis Co., Ltd.
105 S. Front St.

Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming
more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400"
COFFEE

Githens, Rexasamer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

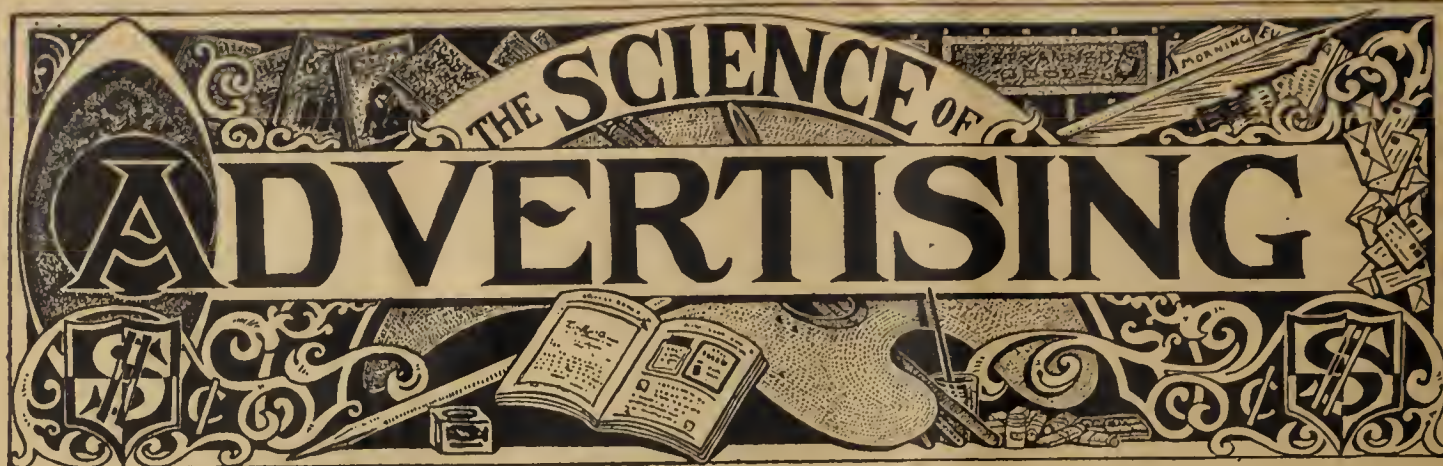
RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia



Milton, Pa., June 26, 1911.
Editor "Science of Advertising."

Dear Sir:—Inclosed find a circular which we used recently and which brought us very good results. Our town has a population of 7,000 and we pass from door to door a price list of specials every month or so. We find they bring us many strange faces with orders that we otherwise would not get.

Will be pleased to have you pass views and criticisms on same in your columns. Any suggestions will be gratefully received, especially on the grocery items. Yours truly,
S SCHREYER STORE CO.

The circular inclosed was of rather a clumsy size—8 x 16 inches. I regret that I cannot reproduce it photographically, as I had arranged to do; the original has become mislaid and cannot be found.

I believe that if I were in the retail business I would never issue a circular this shape. It is

certainly awkward and hard to handle. I would rather print it on a squarer sheet, which could easily be done by setting the matter in three columns instead of in two. I suppose the printer has done as well here as his resources would allow, and in the main he has done very well. This is a good, clean-cut circular, much better than often comes out of the average country office. The type in which the word "Schreyer's" is set, however, is as old as the hills, and if I were Mr. Schreyer I should ask the printer not to have it put into any more of my advertisements. The balance of the type he has used is fairly new and looks well. I notice some typographical errors, however. So much for the typographical appearance.

This is good advertising. I consider it well written and well gotten up. It is so much stronger than it would have been if it had been like a great deal of the advertising that comes in to this department—simply the name of the goods and the price. There is just enough said here to feather the arrow, so to speak. Can anybody doubt that "Canned Tomatoes. Large Cans Full of Big, Whole Tomatoes, 3 cans 25c." is stronger than "Canned Tomatoes, 3 cans 25c." And yet I have said this in this department so many times that I am almost ashamed to say it again for fear the readers hereof will get the idea that I am a creature of one idea. The point is that very rarely indeed are name of goods

and price alone sufficient to get results for an advertisement.

One other thing occurs to me about this advertisement, and that is a matter of policy—does it pay to reduce prices on so many goods at one time? Personally I question it very much. If I were conducting a special sale like this I would much prefer using fewer articles. Of course, this is a three-day sale, but I have known a plan of taking probably this many articles and reducing a third for Friday, another third for Saturday and the balance for Monday, to work out well. Not so well, however, in strictly farming communities where a customer might be able to get to town one day but not another.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

As To Vacation.—To "get a good rest" is the desire of the sober-minded. To "break out" is the plan of the fellow of joyous spirit and superabundant energy.

The profitable time is between the two. Great is the New York Art Museum. Great is the original as viewed from the hilltops and the valleys.

I believe the best vacation should be seeing big things, including the inspection of a trans-Atlantic liner. Life with us generally is just one sale after another.

The typical "eye opener" isn't what you want. Mind openers

count. Living in our little town, while wholesome enough, limits our vision. Get over to the big city for a day or two and see what men have done and what men are doing. You can work in your little fishing trip and your dip or two in the ocean just the same. Come back with gratitude that you work for a man who takes pleasure in your pleasure. He does it because you take pleasure in his success.

"I Want Something For Supper."—We'll assume your store hasn't a delicatessen department (were this paragraph addressed to em-

ployers the importance of such a department would be outlined) and the customer "can't think of anything." Why should she do the thinking? Go over your shelves and make out your canned goods list and paste that list back of your order book. Know that soused mackerel is spiced and vinegared and that a 15-cent can is as much as any two ordinary people care to eat. Know that Scotch kippered herring makes one of the spiciest of supper dishes and that the sauce itself is most appetizing and should always be served. You have clam chowder, baked beans, crab meat, whole tongue and twenty other things that should be suggested. You are the thinkers, gentlemen—you are the party of the first part and you must land that supper dish.

Preserving Orders.—Nice thing to find out what your trade is going to preserve. Nicer still to follow it up and 'phone them that the "currants are here" or any other

thing is "here" that she wanted.

Don't you see that this is good business? Don't you know that a woman will tell how "thoughtful that young man is" and that if it "hadn't been for him she'd have missed her peaches." That's the sort of service that makes a fellow feel as though he counted for something and in reality makes his store count for something.

Pushing Specials.—"Kindly try this catsup" and, while you say so, pour a little on a clean teaspoon.

"This is a sample of the Sharp cheese advertised at 20 cents a pound," and hand over your plate of saltines with a little cheese on the top of each one.

"It's pretty hot to-day and we're serving iced tea to advertise our 50-cent blend. Do you use sugar in yours?"

"Would you mind trying a peanut butter sandwich. This is our new Virginia brand." Fifteen cents a pound.

"That's the kind of cake our own baking powder produces. Please notice how light it is and how sweet, wholesome taste it has."

Digging and Sticking.—The digger gets there. Not the slow, lumpy, disconsolate, disgruntled digger, but the fellow that buckles in with a heart and a half, with good cheer and good will, with force and determination that says "sink or swim, I'll dig."

To stick to it—that's the rub. That's what brings your will into play and tells the world what kind of stuff you're made of.

"No future here?" Certainly not, so long as you think that way. What do you suppose the diggers dig for? What do you imagine the stickers stick for? These fellows don't do it for the sake of their love for the boss. He may be a good man, but his digger isn't purely angelic.

Another Food Product Stock Scheme Offered to Public.

New England Cereal Co., a Connecticut Breakfast Food Enterprise with \$2,500,000 Capital, Offers Stock at \$8 Per Share and Expects to Pay Fifty Per Cent. Trading on Other Companies' Profits.

The stock of another food product enterprise is being offered to the public—that of the New England Cereal Co., which makes breakfast food at South Norwalk, Conn. The concern is capitalized at \$2,500,000, all common stock. Stock is at par, at \$10, but is being offered now at \$8.

The officers of the New England Cereal Co. are as follows: Thomas C. Stearns, president, Westport, Conn. President Heating and Plumbing Co., Norwalk, Conn.; president Board of Education, Westport, Conn.; ex-professor Yale University. Robert W. Post, vice-president, Westport, Conn.; president Westport Paper Co., Westport, Conn. F. J. Banks, secretary and treasurer, capitalist, Bridgeport, Conn. Homer Lee, director, New York City; president Homer Lee Bank-note Co. C. von Egloffstein, director, Cincinnati, Ohio; chemist to the American Diamalt Co. (controlled by the Fleischmann Yeast Co.). James M. Satterfield, director, Dover, Del.

As a matter of interest, this journal has obtained a copy of the

concern's prospectus. It appears that it makes a breakfast food called "Trix," which is not known outside of New England. The prospectus is absolutely silent as to the character and quality of "Trix," spending the most of its space in reciting the profits of several other large cereal companies. The New England Cereal Co. declares that it expects to easily make 50 per cent. profit for its own investors, and it figures this out in the following unique way:

50 PER CENT. DIVIDENDS A CONSERVATIVE ESTIMATE.

We have based our business and our estimates of dividends on known facts. We have ascertained with great accuracy the cost of production, the cost of selling and the ratio of consumption. We now know what our profits are, and what they will be. The initial business we get from 100 families, on the average nets us a profit of at least \$100. If we reach only one-quarter of the families of the United States, our annual profits would be \$5,000,000, or over 200 per cent.

Reducing this estimate again to one-quarter, which surely is very conservative, we should be able to pay dividends of at least 50 per cent. on the business of this country alone.

This is not counting foreign business, nor the fact that the consumption of cereals in this country is not more than one-fifth of its possibilities.

These facts give every assurance of increasingly large dividends.

Even 50 per cent. dividends mean an increase of tenfold in the market value of the stock, or profits of 1,000 per cent., to the investor at par.

This is positively the only reference in the entire prospectus to the enterprise in which stock is being offered. The balance is given over to general puffery about what stockholders may get for their stock if large dividends are paid, and if as the result of those large dividends the stock increases in value.

ASSOCIATION NEWS

Texas.

J. F. Surratt, secretary of the Retail Merchants' Secretaries' Association of Texas, in a recent letter to the members of that association, gives the following advice on "How to keep out collection agencies":—

To the Members of the Retail Merchants' Secretaries' Association of Texas.

Dear Friends:—At Wichita Falls convention, attention was called to graft worked on merchants of Texas by the so-called "Collection Agencies." A number of merchants told of being caught by these grafters. There is no doubt that this is one of the greatest of grafts in existence, and that they bleed our merchants for thousands of dollars annually. I see but one way to head

them off, and that is to take the business away from them.

One thing is sure, as long as our merchants do credit business they will have bad accounts, and as long as they have bad accounts they will get some one to collect them. If we don't want our members to place these accounts with collection agencies, we must collect them ourselves. We can collect them if we try. We can beat all the collection agencies combined. I may see the thing wrong, but in my opinion, the secretary who refuses to take these accounts and lets agencies have them, is making a big mistake.

Of course, you can't collect all of them, but if you get your members lined up you can collect a much larger per cent. of them than the best agency. In the first four months at Mart, the association has collected for five members an aggregate sum of \$1,595. The association at Hubbard was equally successful. I understand that Temple and Gainsville have been very successful at collecting. It is easy. The whole secret lies in having your members well lined up. Get them to the point where they will call for reports before extending credit and then collection will come easy.

Very truly,

J. E. SURRATT,
Secretary Retail Merchants' Secretaries' Association of Texas.

No Man Buying Fixtures on Installment Contract Can Sell Them Before Making Full Payment.

So Pennsylvania Court Decides in Case Involving Merchant Who Sold His Business and a Scale With it Before Completing All Payments. Court Said He Had Never Had Title to the Scale and Therefore Couldn't Sell It.

An interesting case which hinges on the legal status of a common method of buying computing scales and fixtures has just been decided in Pennsylvania, by the courts of Westmoreland County. The case involved the right of a storekeeper who had bought a computing scale on an installment contract to sell it before he had made all the payments.

The plaintiff in the case was the Moneyweight Scale Co., of Dayton, Ohio, and the defendants were Galbraith & Kirk, who had bought the business of one Harry F. Kuhns. Kuhns had originally bought the scale from the Moneyweight Co., signing a paper which was really a rental of the scale instead of a purchase of it. The paper used in this case has repeatedly been pronounced a valid lease by the Pennsylvania courts. It provides for regular rentals, and that after a certain amount of rental has been paid, the storekeeper can have the scale by paying one dollar more. In some States this contract is considered a conditional sale, and the buyer has title

to the scale at once, and can sell it before he has paid for it. In Pennsylvania, however, it has always been considered a lease, and the buyer takes no title to it until he has paid all his rentals and a dollar beside.

This was the attitude which the court took in the Kuhns case. Kuhns paid part of his rentals and then sold his business to Galbraith & Kirk, who naturally claimed the scale with other fixtures and refused to pay any more on it, claiming that the scale company should look to Kuhns for the balance of the price. The court said this attitude was wrong—Kuhns, never having owned the scale, could not sell it, and it still belonged to the scale company, who could take it away from Galbraith & Kirk. This they did. The latter will presumably go after Kuhns.

CORRESPONDENCE.

To Sell Baled Waste Paper.

Bloomsburg, Pa., June 30, 1911.
To the Editor.

Dear Sir:—Will you kindly give us the names of paper mills who buy mixed papers, such as would be accumulated in a department store.

Thanking you in advance for the courtesy of a reply, we remain,
Yours truly,

THE LEADER STORE CO., LTD.

We suggest corresponding with the Little Giant Hay Press Co., Alma, Mich. They have a list of firms in all sections of the country who buy baled waste paper.

What an Alaskan Grocer Reads.

Nome, Alaska, May 3, 1911.
To the Editor.

Dear Sir:—"Success" magazine is the only monthly magazine I read.
Respectfully,
W. E. CONDELL.

Several weeks ago this journal asked a number of its subscribers how many and which magazines they read, in order to gauge what percentage were taking advantage of the chances which magazines afforded to keep abreast of the times. A large number replied, and their answers were published at the time. The belated answer is from Nome, Alaska.

The first New Jersey cucumbers are in market and average \$2 per basket. They are wanted to some extent, as Southern cues are about done.

THE GROCERY MARKETS

Tea.

The tea market has been very dull during the week, due to the holiday and the heat. There would be a demand for green tea, if it was to be had, but the supply is limited. Prices show no change for the week, though everything is steadily maintained.

Coffee.

The holiday and the heat have not prevented the coffee market from continuing in its upward move. All grades of Rio and Santos are firmer and show a shade advance for the week, and the situation is extremely strong. The demand is fair under existing conditions. Mild coffees are scarce and strong. The coffee market, in spite of its several recent advances, is still about $\frac{5}{8}$ cent lower than the highest point reached during the flurry of several months ago. Java and Mocha are unchanged and quiet.

Sugar.

The sugar market advanced 10 points on Thursday, as expected. Raws are strong and higher, and the refiners are in the market for supplies. The demand for refined sugar is very fair, and altogether the outlook is strong.

Syrup and Molasses.

The corn market is considerably excited, owing to the drought in the corn-producing sections of the West, and in consequence glucose has advanced $22\frac{1}{2}$ points since the last report. Compound syrup went up 1 cent, both tinned and bulk. The demand is exceedingly light. Sugar syrup is unchanged and dull. Molasses dull at ruling prices.

Fish.

There has been no change in the fish market during the week. New shore mackerel are about where they were a week ago, which is high, though somewhat below the opening price. Other grades of mackerel are unchanged and the demand is light. Cod, hake and haddock are unchanged and dull. Domestic sardines are strong, both spot and futures, and concessions can hardly be obtained on anything. The catch in New England is still light. Imported sardines are in somewhat

better demand, though prices are unchanged. Domestic salmon is scarce, high and in only very moderate demand.

Canned Goods.

Tomatoes are strong but not especially active. Spot goods are quoted by almost everybody at 90 cents delivered, but there are a very few packers who will sell $2\frac{1}{2}$ cents below that. This is a condition common to the tomato market. The spot supply of tomatoes is undoubtedly light. Futures are unchanged, but strong. The demand, however, is not active. In some packing sections of the South the drought has been very severe, and packers are talking half a pack. Other sections are in good shape, however, and the deficiency in one may be made up in another. Corn, both spot and future, is unchanged and not active. The hot, dry weather has helped corn, and the outlook is good. Peas are scarce and high, no change having occurred during the week. Apples are steadily maintained as to price and not very plenty. Eastern peaches are scarce on spot, and nobody has named prices on futures as yet. There seems little or no authentic information about the coming crop. California canned goods on spot are in fair demand at unchanged prices. No future prices have been named as yet, except in a desultory way. The only price the California Fruit Canners' Association has named has been on cherries, which are \$1.90 for extra standards, as against \$1.60 last year. This shows what may be expected in California fruit this year. Small standard canned goods are unchanged and fairly active. The only change has been in spinach, which has advanced to \$1.15 cents.

Dried Fruits.

Spot prunes are about out of consideration. Futures are tending higher, and the outlook is strong. The trade are not much interested in buying. Spot peaches are getting cleaned up, and conditions are about unchanged. Future peaches are still high, and the opinions from the packing districts radically

differ as to what prices are likely to do. Some predict advance, others decline. Spot apricots are very scarce, and futures remain high and dull. Raisins for future delivery remain comparatively high, and with no takers. Spot raisins are exceedingly dull. Currants are moving in a seasonable way at unchanged prices.

Beans and Peas.

Domestic pea beans are dull, but strong. On spot the quotation is \$2.25 in a large way, but to come forward it is \$2.35. Marrows are about unchanged; demand fair. California limas are unchanged and quiet. Green and Scotch peas are dull at ruling prices.

Butter.

The butter market is very active as to all grades. The receipts of fresh butter, owing to the heat, are less than normal for the season, and the percentage of fine butter is very light. The heat has been extreme in all producing sections. A very good consumptive demand is reported, and the receipts are about cleaned up each day. The market will probably continue firm, with probable further advance if the heat continues.

Eggs.

The market on strictly fancy eggs is very firm, owing to scarcity due to the heat. The largest percentage of the receipts is showing the effects of the heat, and these eggs are selling at relatively lower prices, according to quality. If the heat continues the receipts will become even lighter, and the percentage of fancy eggs smaller. This, if it occurs, will cause further advances. The consumptive demand for eggs is good.

Cheese.

The receipts of cheese are below normal for the season, and all the cheese coming forward meets with ready sale at $\frac{1}{4}$ to $\frac{1}{2}$ cent above a week ago. The consumptive demand for cheese is very good and higher prices would seem to be likely in the near future, as the heat is affecting market conditions very seriously. Even if the hot spell should cease at once, the receipts for some time

after that would show the effects of the high temperature.

Provisions.

The recent heat has stimulated the demand for all smoked meats, and as a result the market on all cuts has advanced $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound. Pure lard is $\frac{1}{4}$ to $\frac{1}{2}$ cent higher, while compound is firm and unchanged. Barrel pork is steady and unchanged. Dried beef is firm at $\frac{1}{2}$ cent advance. Canned meats are steady and unchanged.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Dry and very hot weather prevailed again last week throughout this section, with a few showers of rain in those parts that need it the least, and in consequence the growers and canners of tomatoes are not in a happy frame of mind over the crop prospects and conditions surrounding that very important product. The packers are less inclined to accept further large orders for the canned article, at the advanced prices, than they were last week. They hand out a dozen and one plausible arguments why tomatoes are going higher and stay up during the season of 1911-12, any one of which would be sufficient if it comes true. Meantime the large buying of "futures" is on a scale seldom witnessed in the month of June, and the outlook is for continued activity in them during July. For the spot goods the demand continues very steady, and many a carload has gone into line for prompt consumption during the month of June. A wider distribution of them at this time in the season from Baltimore and vicinity is not often seen. There are about six weeks left in which to market the remainder of the spot tomatoes, and the carry-over, it is agreed, will be the smallest in many years. The holders seem entirely content with their position. Unless a remarkable change for the better crop-wise occurs during July, we may have to face a still stronger market in August and September, a thing least desired of all by the packers, simply because they have no stocks on hand to profit by it. Protect your requirements in tomatoes, spots and futures, to some extent at least.

A large number of the canners will go into the canning season, when it opens up in August, without having made any contracts

head with the growers, intending to depend upon the open markets for their supplies from day to day, and that is the peg on which much of the uncertainty hangs. A few seasons ago a number of canners who had made contracts with the growers at fair prices for their season's supplies were compelled to sue out injunctions to compel deliveries and prevent the horny-handed son of toil from shipping his raw stock to the open markets where the prices were much higher than the figure at which he had sold ahead. If the same conditions should prevail this season the packers who hold such contracts may have the same unpleasant experience. The situation has its uncertainties in more directions than one. At present the tendency is toward higher prices. The Baltimore canners are striving to make an average pack of string beans in anticipation of a strong market later on, and this may prove to be a good time for making your purchase of them, especially in view of the strong market for peas, corn and tomatoes. The demand for Baltimore peas is cleaning up the best trades here in them. Further buying of spot and future corn is noticed. Both spot and future sweet potatoes attract more attention, and the demand for them indicates increasing popularity everywhere. Every line of vegetables continues to be firm with but one or two exceptions.

Blackberries, raspberries, blueberries and gooseberries are now being canned here. The demand for them is excellent and the prices are firm to strong. No pineapples were canned here during this week, except in a very small way, because of the higher prices for the fresh fruit. They will cut a very small figure this season in this market for that rea-

son. Spot peaches are very strong, and they are nearly cleaned up. All prices on future peaches are withdrawn to await further developments, though some packers will take a chance on them in small orders when firm, flat offers are put up to them. Spot apples and pears are gradually being closed out, and futures are not selling very fast. All canned fruits are strong, without any exceptions.

Cove oysters are unchanged this week, firm and quiet.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Imported Oil Sardines.—The recent hot weather has stimulated the demand and business has been exceptionally good. Cables from Norway report a very poor catch of sardines so far. Of course it is rather early in the season, but the prospects are not very good. In Portugal there is no catch at the present time. In Norway the catch is just only about beginning.

The catch of sprats in France has proved a very bad failure; very few sprats were packed and hardly any for the American market. Prices in consequence have advanced quite smartly and demand is very good. Naturally this has also influenced the market on Norwegian sardines, the demand for which continues very good.

STROHMEYER & ARPE Co.
New York.

Evaporated Apples, Etc.

Prices continue to hold strong on evaporated apples, with a continued demand from Europe at full prices. October and November shipment prime is not obtainable under 9½ to 9¾ cents f. o. b. in 50-pound boxes, with the later

months held at 9¼ to 9½ cents. Present indications still point to a larger output than last season, but with the demand keeping up as it is, higher prices are expected to continue. The raspberry market holds firm at 22½ to 23 cents f. o. b. in barrels, with indications of higher prices. The demand is so brisk for the fresh fruit that it looks as though the output for dried stock would be limited.

C. C. HALL.

Rochester, N. Y.

MARKET NOTES.

Strawberries are about done, though a few are still coming forward from New York State. The price ranges from 15 to 18 cents per quart, and good berries are in good demand.

California cantaloupes range from \$1.50 to \$2 per crate, which is low. The market looks, however, as if it might advance. Georgia cantaloupes range from 50 cents to \$1 per crate, and are about done.

The Growth of a Coffee House.

Eight years ago the William B. Harris Co. was incorporated, with Wm. B. Harris as president, Chauncey H. Marsh, treasurer, and Frank A. Mead, secretary. When they opened their door at 167 Front street, New York, they did not have neither a customer nor salesman. Three years after they started they were compelled to double the capacity of their plant and eight years after they were compelled to move into a larger building, 65 Front street, where they are now comfortably located. All this was done in the face of the statement by a number of the trade that it was impossible to tell the grocer exactly what coffee he was receiving. They made a rule at the start of their business that they would ship only the coffees called for on the bills, and when chicory was used to plainly state so.

They established the phrase, "Cup Quality First Consideration," and the grade of the shipments they make has become understood, so that dealers are willing to take their selections without question. Price has been of secondary consideration.

All the machinery in their plant has been entirely overhauled and recent improvements added, so that they have the finest roasting room in their section of New York. That this is realized by others is shown by the fact that some of the largest importers are bringing out-of-town buyers in to inspect their roasting room.

Shortly after the passage of the Pure Food Law, Wm. B. Harris was appointed coffee expert for the United States Department of Agriculture, and he still holds this appointment. In their new building Mr. Harris has fixed up a large room to attend to his duties for the Government.

Helping the Retail Merchant to Get Quick Sales.

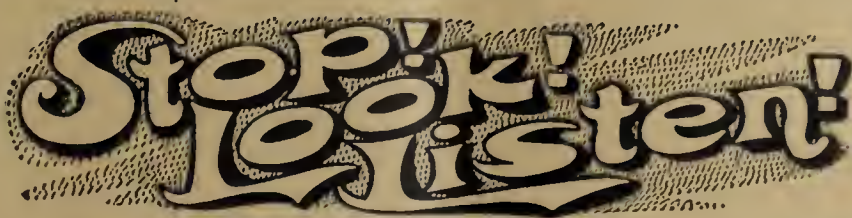
The alert retail merchant is prepared for a buying demand before it arrives. He must have on hand whatever in his line is called for if he wants quick sales and volume of business.

"Good Housekeeping Magazine's" campaign to retail merchants in every line of business drives home a very important point when it says to the retailer:—

"You watch your trade journal in order to keep in touch with the latest manufacturing productions. The alert housewife watches the trade paper of her home—Good Housekeeping Magazine—in order to keep posted in her profession. And if you read what she reads you will know beforehand what she is going to buy—you can keep in touch with the latest selling productions."

In a four-page advertisement in this issue of the "Grocery World and General Merchant," "Good Housekeeping Magazine" shows why the retail merchant must follow not only the manufacturers' advertising to you in your trade journal, but also the manufacturer's advertising to the consumer to create a demand which you can meet by being prepared for it.

It also invites you to send for free current copies of "Good Housekeeping Magazine," so that you can see for yourself that manufacturers are advertising to the woman of the home—your best customer. This plan that "Good Housekeeping Magazine" advances is bound to work to the retail merchant's business benefit. It is worth looking into.



How about your stock of Syrup? Look it over, the market has again advanced. We can give you the benefit of low-priced stock. Order NOW, while we can take care of you.

SYRUPS—Our brands are well established, they run uniform in quality: *Royal Table Syrup* is bright and sparkling and delicious flavor; *Gilt Edge Table Syrup*, light and cloudy; *Extra Amber Syrup*, *White Clover Brand*, *Quaker City Syrup*, *Crescent Syrup*, *King B Drips*, *Cruiser Syrup*, *No. 6 Syrup*. We also have a fine line of Sugar Syrups and New Orleans Molasses.

STRING BEANS—The new pack now in and the quality equal to last year; prices are low: Victor Brand, No. 2 size, per doz. 60c.; Spring Garden Brand, No. 2, per doz. 57½c.

MACKEREL—The present prices on Mackerel are cheap; as a food for hot weather they are appetizing and wholesome. Think of it, Norway No. 4, count 400, at \$12.50 per barrel; Norway No. 3, count 350, at \$15.50 per barrel, and Norway No. 2, count 250, at \$19.00 per barrel. These are Norway, white and fat, and in good condition.

PICKLES—Just received, a lot of fresh packed Pickles, crisp stock, guaranteed to comply with the Pennsylvania Pure Food Laws, barrels, 40 gallons, 100s, per barrel \$9.50.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



CX.—Giving Powers of Attorney and Knowing What They Mean.

Powers of attorney, or as they are sometimes called, warrants or letters of attorney, are given every day between business men, with but a very crude idea of what they mean or what they involve. A power of attorney in its simplest analysis is simply the appointing of an agent. It may be a general power of attorney, authorizing the appointee to perform any and all duties for the principal, or it may be a special power of attorney, authorizing him to do some special act or acts.

No special form is necessary for the creation of a valid power of attorney, although I will give two approved forms below. The form must clearly show what is in the principal's mind, however, or it may be declared void for uncertainty and cause all sorts of trouble. A good power of attorney must inform the agent exactly what he is to do, and it must in some way identify the agent as well as describe the act. Since the legality of what a man has done under a power of attorney may be called into question any time, all these things are important.

Not long ago I participated in a very bad mix-up over a power of attorney which a man had given his brother to sell his store. The complication was that he owned two stores, and while he and his brother understood perfectly which one was meant, it was not sufficiently stated in the power of attorney, and the brother, under his power of attorney, fraudulently sold the wrong store.

Of course a power of attorney should be in writing and it should also be under seal; that is, the word "seal" should be placed after the principal's signature. Some States also require a power of attorney to be acknowledged (sworn to before a notary) and re-

corded. As to this, the laws of one's own State should be consulted.

Here is a good short form of a general power of attorney. It can be used where an agent is to be given practically unrestricted right to transact all of one's business:—

Know all men by these presents, that I, John Jones, of ———, have made, constituted and appointed, and by these presents do make, constitute and appoint, James Smith, of ———, my true and lawful attorney, for me and in my name and on my behalf to ask, demand, recover and receive all and any sum or sums of money, debts, dues, merchandise or effects due, payable, coming or belonging, or which may at any time be due, payable and belonging to me, from any person or persons whatsoever; to sell all or any part of such goods, merchandise and effects, as well as real estate, which may come into his possession or knowledge, on such credit for such prices and on such terms, as he may deem meet; to purchase any goods, merchandise, specie or other commodities or real estate, on my account for such prices, to such amount and on such terms as he may deem meet, and the same to sell again for my benefit and on my account, for any prices whatever, and for these and all other purposes to execute any bills of sale, deeds, leases, warranties, covenants, releases, and for these and any other purposes to generally do and perform all matters and things, transact all business, make, execute and acknowledge all contracts, orders, deeds, writings, assurances and instruments which may be requisite or proper to effectuate all or any of the premises, or any other matter or thing appertaining to or belonging to me, with the same powers and to all intents and purposes and with the same validity as I could if personally present, hereby ratifying and confirming whatsoever my said attorney shall and may do, by virtue hereof, in the premises.

In witness whereof, I have hereunto set my hand and seal this . . . day of . . . in the year of our Lord 1911.

.....[SEAL.]
Signed, sealed and delivered in the presence of
.....
.....

Under such a power of attorney as this an agent can legally do almost anything for his principal, and his acts will bind his principal as if they were his own.

This is subject, however, to certain limitations which I will explain later on.

Here is an approved form of a special power of attorney, authorizing an agent to do one thing only. The form can of course be adapted to any act:—

Know all men by these presents, that I, John Jones, of ———, do make, constitute and appoint James Smith, of ———, my true and lawful attorney, for me and in my name to transfer and assign unto William Jackson, ten shares of stock in the Exchange Bank of Pittsburg, standing in my name on the books of said bank, and to do all necessary acts and to make the necessary acquittances to effect the premises; hereby ratifying and confirming all my said attorney shall lawfully do by virtue hereof.

.....[SEAL.]
In witness whereof, etc.

I spoke a while ago of limitations upon general powers of attorney. The law will not carry the authority conveyed under them beyond a certain point, and this is a wise means of protection for the man who appoints an agent. For instance, generally speaking, the law will refuse to let an agent under a general power of attorney do anything except in connection with the principal's separate individual business and for his use.

I can give four illustrations from actual experience.

Recently a business man gave an agent a power of attorney to represent him in all his interests in a given locality. The agent tried to put his principal into an entirely new and different business, but the courts stopped him with the ruling that even a general power of attorney was not that wide.

A member of a partnership gave his partner a power of attorney to sign any paper pertaining to the business. The partner attempted to sign his fellow-member's name to a paper admitting a new partner and varying the

terms of the partnership. The courts stopped that also, on the same ground.

A business man gave his son a general power of attorney to "buy and sell real estate and personal property, and to collect rents, money or debts, and to do every act and thing necessarily pertaining thereto." Also giving full power to do everything "necessary to be done in and about the premises." The son took over a tailoring business for a debt, and attempted to run it in the name of his father, but the court held that his power of attorney did not go that far.

A controversy arose over the validity of certain promissory notes which has been issued by an agent under a general power of attorney, authorizing the issuing of notes in the principal's name. The defense was that the power of attorney only meant notes issued in connection with the principal's business, while those in dispute had been issued for a purpose quite foreign to the business. The court sustained the defense and compelled the agent to pay the notes himself.

Usually, a power of attorney can be revoked at any time. There are two main exceptions—when the agent has a financial interest in the business represented by the power; and where a power of attorney is given as security in some way.

Generally speaking, a power of attorney can be revoked in any of the following ways:—

1—When the subject matter passes; in other words, when the purpose for which the power of attorney was given is accomplished and there is no longer any need for it.

2—When the agent changes his status, so that he can no longer act as agent in the particular matter.

3—When the principal becomes bankrupt or insolvent.

4—When the principal marries. This ends the validity of the power of attorney as to all property in which the new wife would have an interest.

5—If the principal became insane or incapacitated by old age.

6—When the principal dies, except where the power of attorney has formed part of a contract, or is security for the payment of money or the doing of an act.

men-it is irrevocable and not affected by death. So, if the agent is only partially performed the task given him by the power of attorney, death does not revoke it and he will be allowed to finish.

Except in very trifling matters, things which are given agents should be covered by powers of attorney. This does not need a lawyer—it can take the form of a letter addressed to the agent, but it should be carefully and comprehensively phrased.

(Copyright, July, 1911, by Elton J. Buckley.)

Question: A. M. Howes, secretary Retail Merchants' Association of Pennsylvania. The secretary of the Pennsylvania Hardware Dealers' Association asks the following questions:—

1—Can you advise me whether we have here in Pennsylvania any special laws which govern concerning the purity of paints, oils, turpentine, etc.?

2—Are there any laws covering correct weights and measures?

3—Are there any laws covering the correct billing of goods as to quantity and quality?

4—Are there any other laws which have for their purpose the protection of the merchant or the publisher?

In connection with the first question, I understand that a pure paint bill was attempted during the recent session and failed of passage. That the weights and measures bill passed providing for the appointment by counties and cities of sealers of weights and measures, but that no appropriation accompanied the law and that it becomes inoperative unless counties or cities provide for the expense of the inspector, the fee system being eliminated. I understand that a fraudulent advertising bill was introduced in the House and failed of passage. I understand so far as other laws designed for the protection of the merchant or publisher having reference to advertising, that there is no legislation in Pennsylvania. Am I right?

Answer.—1—There is no Pennsylvania law governing the purity of paints, oils, turpentine, etc.

2—There are several Pennsylvania acts affecting weights and measures, but the most comprehensive one was passed by the last session of the Legislature. It provides for the appointment of sealers of weights and measures, but does not become effective until the cities or counties appoint the sealers and appropriate money to pay them. There are other

weights and measures laws on the statute books, but most of them simply create standards of weights or measures for various commodities. One old act punishes the sale of groceries or dry goods by short weight or measure, but does not include hardware.

3—There is no act covering the correct billing of goods as to quality or quantity, but the common law would punish anybody who billed either a fraudulent quality or quantity.

4—"Laws which have for their purpose the protection of the merchant or the purchaser" is not clear; I scarcely know what you mean. There was no fraudulent advertising law passed at the last Pennsylvania session.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published un-

less there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

AMONG THE TRADE.

Albert M. Warren, who for several years has been local agent of the Great Western Cereal Co., has been appointed Philadelphia sales manager for the combined concerns, which will do business under the name of the Quaker Oats Co. Mr. Banta, formerly in charge of the Quaker Oats Co.'s local business, will be his assistant. Mr. Warren was without doubt the logical man for the place he has been given (which is some job as jobs go) and his friends are highly gratified at his success. The Quaker Oats Co. will sell Mother's Oats and Quaker Oats upon a separate basis.

The Corn Products Co. has advanced the price of starch 25 cents per 100 pounds within a week on account of the advance in corn.



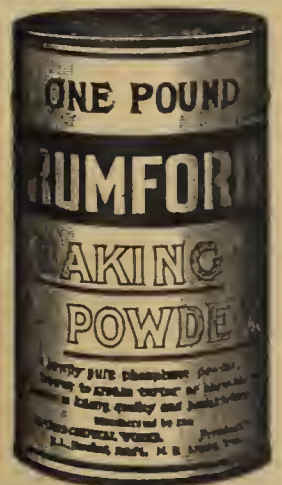
Here's a Thing You'll Notice

You will find when you start to sell **Rumford Baking Powders**, that practically nobody who once uses them will ever give them up.

As leaveners, **Rumford Powders** are unsurpassed. Not only are they unsurpassed, but they can never be even equalled by powders that are simply chemicals. **Rumford Powders** are not made of chemicals but of substances with real food value—phosphates, starch and soda.

Sell goods you know all about.

RUMFORD CHEMICAL WORKS, PROVIDENCE, R. I.



RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer



A Croak About Trouble Ahead.

Take it from me, we're likely to have some trouble.

I see it coming with my eyes half shut.

Trouble over this buying exchange business, I mean.

I see by the "Grocery World and General Merchant" last week that the National Association put a resolution through that retail grocers ought to fix up a buying exchange wherever it was necessary.

Whatever that means.

You've heard about this New York scheme—the United Stores' Association, I believe they call it. They said in the beginning that they were going to put over a buying exchange, too. I don't know how they're coming on over there, but I haven't seen any buying exchange come out of the scheme yet.

Now what I mean by trouble is this:—

Say a little bunch of retailers make up their minds that they ain't getting the right sort of a deal out of the jobbers that they buy goods from. To get back they decide that they'll get up a bureau to buy together—buy straight from the manufacturer over the jobber's head.

You can't say they ain't got the right to do that—of course they've got the right to do it. *Anybody's* got the right to do anything honest that will let him buy cheaper.

Of course the jobbers don't want 'em to do it—why should they? Who *would* like anything that's going to hurt him? That's the reason you can't blame the jobbers for fighting like Sam Hill every time they see a buying exchange putting its head up.

And the big manufacturers don't like it either. You see, they don't make anything from the buying exchanges. They're getting all that trade now, through

the jobbers. When a manufacturer sells a bunch of retailers he's only selling the same goods to different people. He don't make any more money out of it—don't you see that?

That's why the manufacturer changes the subject when somebody talks buying exchanges to him. If he sells 'em he's in wrong with a lot of jobbers, and if he don't sell 'em they get sore and smack his goods on the wrist.

D'y'e see what a pesky mix-up it is?

And there's your trouble all ready-made for you. When the retailers begin to get up their buying exchanges, which I say again they've got as much right to do as I've got to eat my meals, they start the jobbers fighting and stir up the manufacturers to take sides in a fierce scrap.

And I thought I was going to have such a peachy summer!

There's another thing to look at, too—when it comes to a fight, the jobbers have the biggest end of it. I'm rooting with the retailers, because I sell 'em, and know 'em and am around among 'em all the time. But that don't shut my eyes to the other side of the thing. Suppose a hundred retailers up here in some town in New York State made up their minds to bunch their buying and take their stuff in jobbing lots straight from the manufacturer. A hundred of 'em would make a right respectable bunch, and they could put over an order that would make any manufacturer sit up and notice.

If a hundred retailers up in New York State did that they'd have all the jobbers within a thousand miles of there smelling the air and loading their guns. Those jobbers would slip a nice note under the manufacturer's door next morning, and it would be up to Mr. Manufacturer to say which

hand he'd take—the order of the hundred retailers or the love and affection of the jobbers. He couldn't get both, that's sure.

Which would he take? Well, if he didn't look at anything but the dollars and cents end of it he'd turn the order down. If he thought the one hundred retailers had done nothing more than they had a right to do, and that their order was big enough for him to fill, he *might* say "By Pickles (or words to that effect), I'm going to take their business on principle!"

I say he *might* say that, but I'll bet there wouldn't be one out of a hundred that would. Scraps ain't pleasant, especially in hot weather—gee, but it's hot to-day all right!—and I suppose you can't knock a man for keeping clear of as many of 'em as he can.

But it means trouble and sore feelings, which ain't good for business.

THE STROLLER.

A New York Scheme that has Brought Grocery Business to Department Stores.

Modification of the Old Assortment Idea Said to Have Been Highly Successful. The Fourteenth Street Stores Grocery Box. Twenty-four Samples Donated in Addition.

It is reported that the New York department stores have gotten good returns from a scheme they have been working for some little time—the assortment scheme, which consists of selling a number of articles together in a package for a lump sum. The Fourteenth street store worked the latest modification of this in last Sunday's New York papers. It was called the "Bargain Grocery Box," and comprehended a price of \$3.95 for the following articles:—

1—5-lb. bag granulated sugar...	.25
1—can Campbell's tomato soup...	.09
1—pkg. Washington crisps...	.10
1—7-lb. bag Hecker's Superlative flour...	.28
1—pkg. Kingsford cornstarch...	.09
1—pkg. Quaker oats...	.09
1—pkg. raspberry bromangelon...	.10
1—can Wesson Snowdrift oil...	.25
1—can Peter's Swiss milk cocoa...	.25
1—can Babbitt's cleanser...	.05
1—pkg. Seero bouillon cubes...	.29
1—Can Red Label Karo...	.15
1—pkg. Duryea's satin gloss starch...	.09
1—pkg. Mother's corn flakes...	.10
1—can Gold Cross evaporated milk...	.10
1—pkg. Kellogg's rice flakes...	.10
1—pkg. Quaker rolled Avena...	.10
1—pkg. Quaker Oats Co.'s Farina...	.08
1/2-lb. Wiemann's Java tea...	.30
1—can Medallion brand baked beans in tomato sauce...	.15
1—bottle Waw Waw sauce...	.24
1—bottle Lord Vernon salad dressing...	.15
1—bottle Royal Army pickles...	.25
1—pkg. Father Kneipp's coffee...	.15
1—pkg. X-Ray stove polish...	.05
1—bottle Bohemian sauce...	.15
3 lbs. whole grain Carolina rice...	.25
1—pkg. Sunshine butter thins...	.10
1—pkg. Tahoma biscuits...	.05
1—pkg. Fluffy Ruffles starch...	.10
5—cakes Swift's borax soap...	.25
1—cake Life Buoy soap...	.05
1—pkg. Lux essence of soap...	.10
4—pkgs. custard pudding dessert...	.20
1—bottle pure California grape juice...	.25
1—pkg. Mother's granulated hominy...	.10
1—pkg. Mother's yellow corn meal...	.10
1—jar Anchor peanut butter...	.10
1—pkg. Columbia brand macaroni...	.12
1—can Todd Bros.' red ripe tomatoes...	.10
1—jar horseradish...	.13

Total Cost If bought in the regular way **\$6.00**

In addition, the box contained samples of the following twenty-four articles:—

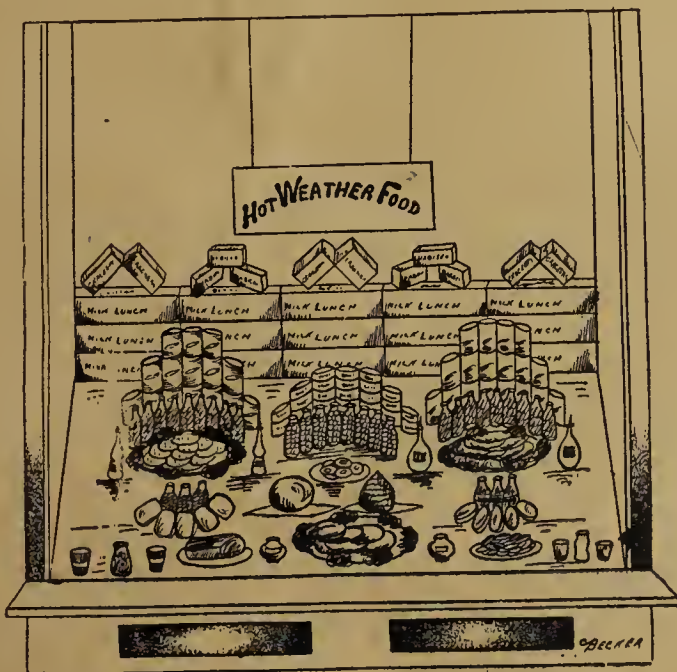
- One sample pkg. Post Toasties.
- One sample pkg. Postum cereal.
- One sample pkg. Lux.
- One sample cake Lifebuoy soap.
- One sample pkg. Caramel cereal.
- One sample pkg. Toasted Rice biscuit.
- One sample pkg. Laxative biscuit.
- One sample pkg. Fluffy Ruffle starch.
- One sample pkg. puffed wheat.
- One sample can Babbitt's cleanser.
- One sample pkg. Wiemann's Java tea.
- One sample pkg. Sunshine wafers.
- One sample pkg. Antistick.
- One sample pkg. Beetsoll.
- One sample bottle Waw Waw sauce.
- One sample pkg. Parawax.
- One sample bottle Bohemian sauce.
- One sample pkg. Hecker's Superlative flour.
- One sample can X-Ray metal polish.
- One sample cake Maxine Elliott toilet soap.
- One sample can Peter's cocoa.
- One sample pkg. Kneipp's coffee.
- One sample cube Steero.
- One sample cake Brewster's milk chocolate.

Query: Whether the manufacturers whose goods are featured in this sample list are helping the retail trade when they supply free samples to be given out by department stores?



Cold Food Display.

During this weather almost every customer that comes in your store will say, "I don't know what to get for the table, it's so hot, and I don't care to stand over a hot stove and cook." You can offer plenty of suggestions by having this neat window of different kinds of cold, appetizing dishes. It will take but very little of your time to arrange. First cover the bottom of the window with white crepe paper. In the centre, in front, place a large platter of sliced cold ham; to the left a jar

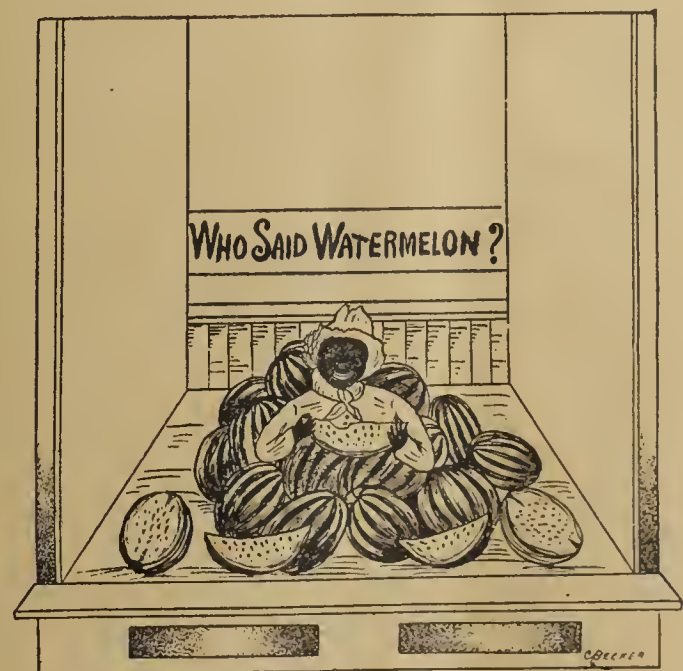


of mustard, a pound cake and a few glasses of jelly or preserves; to the right another jar of mustard, a plate of small cakes or ladyfingers and a few glasses of peanut butter, different sizes. Back of the ham, on paper napkins, place one Dutch and one pineapple cheese. To the left of these place a semicircle of French sardines around a few bottles of pickled onions. To the right place a semicircle of kippered herring or soused mackerel around a few bottles of chow chow. Back of the two cheese, in the centre, place a dish of hand cheese; back of this a semicircle of olives, and back of these place a pyramid semicircle of canned lobster. To the left place a platter of sliced summer sausage or veal loaf and at each side place a bottle of mustard dressing. Back of this a semicircle of sweet gherkins and back of these a pyramid semicircle of red salmon. To the right a platter of sliced cold tongue or cold roast beef. At each side place a bottle of sauce. Back of this a semicircle of sour gherkins and back of this a pyramid semicircle of shrimps. In the rear make a background of milk lunch crackers, Nabiscos, graham crackers, etc. Use lettuce leaves or parsley to garnish the

platters containing meat. Suspend a neat sign card like in illustration and the window is complete.

Watermelon Display.

To the grocer who sells melons this window display of them will get the attention of everybody. We all know how fond the colored man is of the melon, therefore I think it is quite proper to suggest the display in this manner. Of course, this is left to the judgment of the storekeeper. If he does not care to use a figure like the illustration a five or ten cent negro doll will answer just as well. First cover the bottom of the window with a light colored crepe paper, pile it full of melons and cut one or two and place the halves and slices along the front, like in the illustration. All that is required for the figure is a boy's waist or coat and a pair of black gloves. Stuff the shoulders and sleeves of the coat with paper and also the gloves and pin them to the cuff of the coat. Now get a black false face for a few cents, paste



white paper in the eyes and make pupils on the paper of black paint or ink. Pin the face on the neck of the coat, tie a red handkerchief around and knot it in front, place an old felt or straw hat on the head and arrange this on the pile of melons just as though he was sitting and surrounded up to his shoulders with the melons. Now place a nice slice of the melon in front on a melon and arrange the hands at each end of the slice as though they were holding it. Stretch a piece of white paper or muslin across the window in the rear with lettering like in cut.

Newport Grocer Revolts Against Servant Graft.

Frederick P. Garretson, groceryman, of Newport, R. I., and New York, has again declared

against the system of giving commissions to the servants of customers for the sake of influencing trade. Mr. Garretson is bitterly

opposed to this practice, and in his public announcement last week declared: "Any advances made to us will be at once re-

ported to the employer. Any attempt to coerce us or threat of trade withdrawal will be met by the statute covering bribery in the State of Rhode Island."

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Written for the "Grocery World and General Merchant."

How the Austin Co-operative Buying Enterprise is Coming On

J. T. Austin, President and General Manager of the United Grocers' Company, Describes the Plan's Progress so Far. Business Increasing and Opposition Decreases. Present Business Half a Million Yearly.

[Several months ago the "Grocery World and General Merchant" reported the formation in New York city by J. T. Austin, former Secretary of the American Specialty Manufacturers' Association, of a co-operative buying enterprise for retail grocers. A regular wholesale grocery concern was organized under the name of the United Grocers' Company, with a capital of \$500,000. All of the stockholders are retail grocers and the profits of the business are distributed to them again in the form of dividends. Mr. Austin has sent the "Grocery World and General Merchant" the following report of the business and the progress of his concern up to the present time.]

Feeling that the trade is somewhat interested in the progress of our company, and knowing that most of your readers are watching the development of such companies as ours, I thought I would write you a few lines to let you know how we are getting along.

As you are aware, there was considerable opposition on the part of the jobbers when we started doing business, even to the extent of their having committees call on some of the manufacturers and requesting them not to sell us goods. We changed the policy of our business to conform with the manufacturers' ideas so

there could be no legitimate excuse for manufacturers refusing to sell us. In other words, we are conducting our business the same as any wholesale grocer, and are making a good profit on the goods we are handling. We are also maintaining the manufacturers' price-list on their products.

While there are a few manufacturers who are not selling us at the present time, most of the leading manufacturers are supplying us with their goods. We started merchandising the first of May and our inventory taken on July 1st shows a very nice profit on our first two months' business.

At a meeting of our Board of Directors, held yesterday afternoon, we declared a 10 per cent. dividend, which will be paid to our stockholders on July 19th. We are at the present time doing business equal to between \$400,000 and \$500,000 annually and the indications are that we will be doing over a million dollar business by the first of December.

We are making arrangements for additional room to handle this business.

Our stockholders represent about 230 stores and our capital is increasing at the rate of \$1,200 a week.

We sell goods to other dealers outside of our own stockholders.

In lieu of the opposition we had in the beginning, and the knocking our proposition has received, we believe we have reason to feel proud of the showing of our first two months' business.

We would like very much to have you pay us a visit some time, when it is convenient, and examine our facilities and method of conducting our business.

There is no secrecy in connection with our proposition. Any manufacturer with whom we desire to do business is at liberty to call in at any time and look over our methods.

UNITED GROCERS' CO.,

J. T. Austin, President.

New York, July 11, 1911.

Dr. Wiley Asked to Resign?

Direct Statement Made in Washington that on Charge of Illegally Employing Assistant Chemists the Chief Government Chemist's Services Will be Dispensed With. This Believed a Cloak for Real Motive.

Special Correspondence of "Grocery World and General Merchant."

Wash., D. C., July 13, 1911.

It is understood here that Dr. H. W. Wiley, chief Government chemist, who is better known in connection with the enforcement of the National food law than any other Government official, has been asked to resign. None of those concerned will talk about it, but the information comes bearing the stamp of authenticity.

The reason for the reported desire of the Government to get rid of Dr. Wiley is that he has employed private chemists without legal authority. It was reported that Dr. Wiley had "illegally employed an expert chemist" to work in court for the Bureau in the case of a technical dispute between manufacturers and the Department. This resulted in the appointment of a committee by Secretary Wilson, known as the "first personnel board of the Department of Agriculture." It consisted of Assistant Secretary of

Agriculture Hayes, Chief Clerk C. C. Clark and Solicitor George P. McCabe.

The Board, after an investigation, is said to have advised the Secretary of Agriculture that Dr. Wiley be allowed to resign "for the good of the service."

The investigation disclosed that Dr. Wiley and Dr. L. F. Kebler, the latter chief of the division of drugs, Bureau of Chemistry, recently made a contract with H. H. Rusby, expert in pharmaceutical matters, to perform expert work for the bureau; that he was to receive \$20 a day for ordinary expert work and \$50 a day when he appeared as an expert in court. The committee found this action of Dr. Wiley was illegal and made their report to Secretary Wilson, who refused to take the responsibility of asking Dr. Wiley to resign. He placed the matter before President Taft. The President is said to have instructed Secretary Wilson to ask Dr. Wiley for his resignation.

It is the general belief here, however, that this matter is a mere cloak for the real motive. Dr. Wiley has been a thorn in the flesh of the Government officials for a long time. There have been disagreements and the Doctor has been several times overruled. A large number of newspapers have also put him in the position of being right and the Government wrong.

The reported attempt upon Dr. Wiley has aroused great comment among the members of Congress, and the whole subject will probably be investigated by the House Committee on the expenditures of the Department of Agriculture.

HOLT.

Jobber Warns Against Overbuying.

Retailers Told Some Straight Truths About the Tendency to Buy Slow-moving or Perishable Goods in Too Large Quantities.

This journal has come into possession of a letter issued to the retail trade by the wholesale grocery house of Jett & Wood, of Wichita, Kan. It talks so wisely about overloading one's stocks that it is considered worthy of reproduction:—

Some grocery men do not know what ails them. Do you? Have

you been easy? Look over your store and see if you have allowed special salesmen to load you up. That is what is hurting lots of retail grocers, and jobbers, too. One of the worst of these is the baking powder "habit." Have you got it—in barrels snugly stored away—enough on hand to last you until next July or later?

There are other slow-selling lines which are being pushed by specialty men. Off brands of plug and smoking tobaccos, shoe blacking, cocoanut, chocolate and lots of other dead weight goods. These goods are all in moderate demand, but the way they are purchased by some dealers, it would seem that the supply was about to run short.

We think it is a proper time to talk about this overbuying. This morning only we told one manufacturer that he need not send us any orders for five boxes of cocoanut to one man, for we would not accept them, as we thought it too much of such perishable goods for dealers to have at one time. We are not in with the class of jobbers who want these kind of orders.

We appreciate the consideration every customer gives us in turning these special orders through us, but for goodness sake, take them in smaller doses, and do not make purchases like some customers, simply to get rid of the specialty man, and then forget to send in the cancellation, and when the package is handed to you object to receiving it. Think before you buy, and stand pat.

This advice is worth its weight in gold.

Watermelons are coming from Georgia and Florida, with a few from South Carolina. The prices range from 15 to 40 cents, and the demand is only fair.



This is the new Show Case package that makes it easy for you to sell candy.

It is a remarkably attractive display, and keeps your stock in a space 2 feet by 1½ feet on the end of one of your counters.

It has an extra-thick glass top, metal-edged, with double hinge. Take the wooden lid off and your display is ready.

Grocers all over the country are netting big profits on this new proposition. It will make your candy trade one of the best paying features of your business.

Here's the proposition:

50 pounds of candy brings	-	-	-	\$7.50
Candy with Show Case costs	-	-	-	5.00
Your profit is	-	-	-	\$2.50

And the Show Case belongs to you. Refills cost 8 cents a pound, and you sell them at 15 cents. Your profit is 87½ per cent., and there is no limit to the sales you can make.

Order to-day, or write for full particulars.



Novelty Candy Company

726-727 Singer Building, New York

JERSEY CITY, N. J.
PITTSBURG, PA.

CHICAGO, ILL.
MEMPHIS, TENN.



The New York Letter

Ice Famine Affects Retail Business. Potato Men Will Avoid Weight Troubles by Shipping in Bushel Bags. Chinese Dumbness Regarding New Colored Tea Regulation Stirs Trade. Soap Manufacturer's Action in Abolishing Limited Prices Arouses Jobbers' Protest. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, July 13, 1911.

With the thermometer soaring up into the nineties, New York is having great trouble in getting a sufficient quantity of ice to supply the needs of merchants and private families. On the East Side storekeepers with the inhabitants of the tenement houses scramble to the docks, almost begging that the companies sell them ice. The wholesalers who supply the independent ice dealers in this section have advanced their prices, so that the independent retailer now pays as much for the ice as the trust sells it for at retail.

Besides advancing prices, these wholesalers refuse absolutely to sell to independents at times, saying that they have not enough to go around. One of the wholesalers told your correspondent yesterday that he is trying his best to provide everyone with ice, but that the extraordinary warm weather makes it impossible to bring the ice to the city fast enough.

While the East Side is in the worst condition, all sections of the city are suffering somewhat from lack of ice. Nearly all of the ice dealers are forced to cut down their orders and this places grocers in a bad position.

Many families who are accustomed to purchase their foodstuffs in fairly large quantities are now buying only sufficient for a meal at a time, because they are unable to keep any goods.

Besides the scarcity of ice, grocers are having considerable difficulty during this hot spell in making deliveries promptly. Agents of the Society for the Prevention of Cruelty to Animals are unusually active and hundreds of arrests have been made for overloading and driving lame or fatigued horses. So the grocer has to be careful in loading his wagon and in impressing on his driver the necessity for taking care of his

horse. Otherwise, besides the chance of being brought to court and fined, one is liable to lose his horse, as over 1,000 horses have dropped dead from the heat in the past ten days.

The activity of the Bureau of Weights and Measures in the Wallabout market during the past year and the numerous seizures of shipments of potatoes from Long Island has resulted in a movement by the Long Island Potato Exchange to send all this year's crop to market in bags of the legal bushel—60 pounds. Many of the grocers in the city favor this plan, as they believe it has several advantages. The dealer when he buys his potatoes knows exactly what quantity he is getting and so can figure more accurately on his profit. It is also thought that such a plan would encourage families to buy in larger quantities, as a bag would not be too much for the average family to purchase at one time.

The tea trade in this city are much concerned over the refusal of the Chinese tea merchants to comply with the new regulation of the Treasury Department by eliminating all coloring matter from their exports. Messages were received this week from the Chinese saying that the recent arrivals of tea have all been colored. It was asked that this statement be made known. This looks to local dealers as though China thinks that dealers here will bring such pressure to bear that the Government will revoke the order. This, however, it is said, is not possible. Japan has issued a proclamation prohibiting the manufacture of colored teas. This China is not willing to do as it would mean the installation of new machinery.

Usually at this time of the year a great deal of tea is on its way here, but this year the dealers have made no commitments, as they wish to take no chances

on having their teas exported or destroyed. Unless the Chinese are willing to come up to the local regulations it looks as though the larger part of her business with the United States would be dropped.

There is a great deal of dissatisfaction on the West Side over the action of a large soap manufacturer in abolishing its fixed price policy and cutting down the jobbers' profit from 10 to 5 per cent. The jobbers feel that it is unfair for them all to suffer simply because one or two of their number insist on cutting prices. It is understood that many of the largest houses in the city have registered protests with the manufacturer and that an organized effort will be made to induce the manufacturer to change his plans.

The jobbers feel that the cutting of their profit to a minimum so as to protect the retail price is a poor policy for any manufacturer, but fear that if they accept the reduction from one concern they will soon find others adopting the same idea. One of the jobbers suggested yesterday that a meeting between the manufacturers and jobbers be held to try and find a way for legitimately maintaining prices and still give jobbers a fair profit.

Nothing definite has as yet been settled. Neither jobbers nor the manufacturer desire to publicly announce their plans until final action is taken.

Many grocers in Brooklyn have been visited in the past week by agents from the Department of Agriculture. The chief features of their visit was the examination of milk. Although over 150 stores have been examined in the past week not a single can of milk which did not pass examination has been found in a grocery store. One of the grocers visited suggested that it would be a good idea for the inspector to leave some sort of a certificate behind vouching for the purity of the grocers' goods. He said that if their goods were not up to the standard they would suffer, so why should they not benefit when their goods are pure? The inspector to whom this suggestion was made carried it to Henry Kracke, Assistant Commissioner of Agriculture. Mr. Kracke thought the idea

might be a good one and promised to look into the matter.

Arrangements are about completed for the eleventh annual convention of the New York State Retail Grocers' Association. The convention will be held at Buffalo on August 7th, 8th, 9th and 10th. The committee in charge promises to have several well-known speakers and to make the convention a most interesting one. Most of the time will be given to "heart-to-heart" talks on the problems which the grocers in this State are trying to solve. George Suhr, president of the association, has sent out the notice asking that all grocers who can will make the trip next month. The headquarters for the convention will be in the Lafayette Hotel.

The Department of Agriculture in New York is sending warnings of the appearance of species of moths, which in past years have done great damage in the New England States, to the farmers in the southern section of New York State and in Long Island. Inspectors of the department have found traces of the moths and scores of them are scouring the country to ward off a possible plague.

The species are the brown tail and the gypsy moth. Both were originally imported into the New England States with nursery stock from Europe. They thrive especially on fruit trees. Once a tree becomes infested they strip it of both leaves and bark. At one time over twenty villages in the eastern section of Massachusetts and the adjacent country were infested. Millions of dollars have been spent in New England fighting the pests.

As an invasion by the moth has for some years been feared by the Department in this State, an appropriation was secured year ago to prevent the moths from getting a start here. The farmers are instructed how to kill both moth and eggs and are asked to send all suspected insects to the department.

Assistant Commissioner of Agriculture, Henry Kracke, told your correspondent that the insect was one of the most destructive which the authorities of the Northern States have to fight. While it travels slowly, he said,

it reproduces rapidly and once firmly established in any section it takes years to exterminate them.

Tony Belotta, a grocer, of 1416 Sixty-fourth street, Brooklyn, who was arrested some time ago charged with selling liquor without a license, was this week fined \$200 by the Court of Special Sessions. A detective alleged that he went to Belotta's grocery store and purchased a bottle of liquor.

SUMMARIZED MARKET CONDITIONS.

Several large sales of Santos during the past week have stimulated the spot coffee market somewhat. Holders are asking full prices, claiming that the stock on hand is light. Dealers complain that the country, by its holding off policy, has played into the hands of the bulls, as with the stock light, prices must soon go up, as it will be impossible to obtain new stock except at higher levels. The roasters are also complaining that because of keen competition they are unable to make a profit.

In the raw sugar market much interest is shown in Javas for the fall melting. Little has hitherto been done on this grade. Cubans are selling well, stimulated by reported advances from abroad.

Refined sugar continues quite active, withdrawals being heavy and some new business being done. Most of the new business is on a slightly advanced scale.

A little more interest is being shown by distributors in rice, but buying continues light. Small lots are the rule, buyers desiring only to fill in their stock. Prices are steady.

The demand for teas continues fairly strong. Prices are firm, as the supply is now rather small, most of the stock having already passed into the retailer's hands. Increased interest is shown in Japans because of the probability of a falling off in the Chinese grades.

The canned vegetable market is quite active. Prices are firm for nearly all grades. Tomatoes are attracting attention because of unfavorable crop reports. Packers are unwilling to take on much new business, however, because of the large sales already made from the 1911 pack. There is a good demand for peas. Prices are

steady. There is a tendency to advance prices on corn, because of the small spot stocks and the probability of a short crop. Little business is being done in futures.

The canned fruit market is dull, although prices are firm. Both California and Southern packers are holding for full prices and buyers seem willing to pay, but the consumption is small. State gallon apples are most active.

The hot weather has seriously affected the demand for eggs. Much of the incoming stock is of a poor quality and this is a drag on the market. The highest grades are in some demand, with prices firm, as the supply is short. Some interest is being shown in eggs for storage purposes. The best grades are selling at 22 cents.

Increased interest has been shown in the best grades of butter and prices advanced about 1/2 cent on the better grades. Most sales are being made at 25 1/2 cents for creamery specials and a cent lower for extras. The receipts of process butter are large and the demand is not sufficient to absorb the supply.

FRED. A. MCGILL.

CORRESPONDENCE.

A General Wholesale Store.

Chambersburg, Pa.,

July 17, 1911.

To the Editor.

Dear Sir:—Could you give me the address of a general store in Philadelphia that has a catalogue to buy from? New York and Baltimore have. Thanking you in advance.

Yours truly,

C. E. SITES.

There is no wholesale general house in Philadelphia. What you have in mind is a house like Butler Bros., whose nearest branch is in New York City. Addressing them "New York" will reach them.

AMONG THE TRADE.

Charles A. Rittenhouse, who was formerly assistant to Albert M. Warren in the local office of the Great Western Cereal Co., has been appointed local agent for Arbuckle Bros. and the National Condensed Milk Co. of Chicago. Mr. Warren relinquished the agency for these two concerns when appointed local sales manager for the Quaker Oats Co. Mr. Rittenhouse is a clean, substantial, able fellow, and the trade respect him thoroughly.

Hot Weather Specialties

Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about five pounds. Makes a quick and delicious breakfast, sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon, or warmed in the oven in one piece it takes the place of a roast.

Lunch Roll

(Trade-mark)
Reg. U. S. Pat. Office

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled. Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all.

Cervelat

(Also known as Summer Sausage or Winter Bologna)

Not to be confounded with Lebanon Bologna or similar cheap products. Very choice and different from the numerous brands on the market from the fact that it contains no cereals. In beef and hog casings.

Bologna Sausage

Burk quality. From animals slaughtered on the premises. No cereals.

Burk's Hams

Different from others in cut and trim, having short shanks and round butts. No salty taste—being new and sugar cured. Bright color, smoked with hickory wood.

These goods are absolutely pure—contain no adulteration and are free from artificial preservatives.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

WITH THE EDITOR

Manufacturers of food products seem to be clinging to limited selling prices, in spite of the recent Supreme Court decision in the Miles case, a great deal more tightly than manufacturers in other lines. So far as the writer has seen, but two food manufacturers have abandoned the plan since the Miles decision, though in other lines a considerable number are said to have abandoned it. The latest is the general agent of the American Printing Co., manufacturers of cotton goods, who has just issued the following statement to his customers:—

Is There Anything in This?

Having been advised by counsel that the restriction of prices in any form is contrary to law, we hereby notify you that you are at liberty to sell the goods purchased from us at such prices as you may think proper. In doing so we may express the opinion that neither the public nor the consumer is profited by ruinous price cutting.

The writer, while believing firmly in the limited price principle, confesses to a desire to see what would happen if all fixed prices were eliminated and the wholesale and retail selling figures were left to fix themselves according to the natural fluctuations of supply and demand. Would the expected disaster ensue? There is much reason to believe not. The chance really is that the ensuing condition might prove to be an improvement. Take an unscrupulous merchant, for instance, who signs a limited price contract which he has no intention of keeping. He secretly rebates under it, in full confidence that his more conscientious competitors, even if they learn that rebating is being done, will not follow because of their own contracts.

But suppose there were no contracts, and one's competitors were free to follow any cut price one

made—isn't it probable that the erstwhile cutter would think a little longer before pulling down the pillars of the temple?

This thought has often occurred to the writer, each time with more force. Nevertheless, the limited price plan works well and if it is possible to keep it legally effective, it ought to be done. The above suggestion is only intended by way of comfort in case limited prices must go.

The "Grocery World and General Merchant" advises its Southern subscribers not to be caught by the scheme of the "Associated

A Warning and an Opinion.

Union," described in another column, or by any other co-operative buying enterprise so flimsy and unsubstantial.

This is the day when co-operative buying talk is more than unusually alluring, and there is reason to expect that a large number of small schemes of this sort will break out in various sections of the country. One or two have shown themselves in

St. Louis recently, and one of the most ambitious was Mr. Austin's company in New York City.

The "Associated Union" is asking Louisville retailers to buy memberships outright. The consideration for the membership, as the contract makes plain, is simply that the Union will sell members at 10 per cent. reduction any goods which it has in stock or can buy. The flat offer to sell all the goods in stock at 10 per cent. less than the regular jobbing market is either fraudulent or foolish. Such a thing could not be done without selling below cost.

The "Associated Union's" agreement to sell members what goods "it can buy" is the keynote of the whole present co-operative buying situation. The writer has no hesitation in declaring that no small co-operative buying exchange has a shadow of a chance to succeed to-day. What is meant by succeed here is to buy the important proprietary goods direct. It can always buy bulk goods, if its purchases are large enough, and it can buy a

few of the important package goods, but it is reasonably certain that every member of the American Specialty Manufacturers' Association—which contains the cream of the manufacturing business of the country—would refuse to sell direct. To get anywhere to-day a co-operative buying enterprise must be big, and it must start big, which obviously is very hard to do. The organized jobbers, for self-preservation, have arrayed themselves so strongly against co-operative buying for retailers that without lifting more than a finger they can scotch any small scheme that arises. Whether they could also scotch the big ones cannot be told until one appears and puts them to the test.

In another column appears a letter which a member of the Beatrice (Neb.) Retail Grocers' Association wrote and had read at the last meeting. Its text is consistency—being willing that others should do whatever we do, and being willing to do ourselves whatever we insist that others should do.

There are grocers whose wives regularly patronize hucksters, and who defend themselves on the ground that they don't handle truck! There are grocers who contend that for them to organize co-operative buying exchanges is right, but for consumers to do it is wrong. There are grocers who bitterly arraign consumers for buying groceries from a mail-order or nearby city house, while allowing the women of their family to send to the same mail-order house for dry goods, though there are plenty of dry goods houses in the town.

In these days consistency is an unfashionable jewel.

Comment Unnecessary

BALTIMORE, MD., July 10, 1911.

THE GROCERY WORLD AND GENERAL MERCHANT,
Philadelphia, Pa.

Dear Sir:—Will you kindly send copies of "The Grocery World and General Merchant" to Mr. W. E. Malkus, Raspeburg, Md., and to Mr. W. E. Cole, Presbury and Mount Streets, Baltimore, Md.

I never neglect an opportunity of doing a little missionary work for "The Grocery World and General Merchant." It seems remarkable that there are so many retail grocers who never read trade papers and who consequently do not know what is vitally necessary to know about their business.

Only a few days ago I was speaking to a retail grocer who did not know that the pure food and drugs act of 1906 had become a law, although his entrance into business antedated that time.

Your friend,

THOS. H. FRANZ.

Merchants Supply Co.

Government Makes Wholesale Olco Raid in Chicago.

Indictment charging 26 corporations and individuals with having defrauded the Government out of hundreds of thousands of dollars in the manufacture and

sale of imitation butter products were returned by the Grand Jury in the United States District Court last Thursday. The following were indicted: Frank P. Caviel, United States Revenue Agent; Harry Oldham, special

employee of the Revenue Department, stationed at Chicago; L. C. LaRue, formerly a Deputy United States Revenue Collector; John F. Jelke, president; Francis M. Lowry, secretary, and William M. Steele, manager of the John F.

Jelke Co.; John Dadie, secretary; Thomas W. Dudman, purchasing agent; Frank H. Harding, cashier and John F. Ryan, order clerk of the William J. Moxley Co.; William P. Jackson, manager of the George P. Braun Co.

Was the Pencil Advertisement a Success?

If merchants and manufacturers would realize that everything which leaves their establishment—their letter-heads, their salesmen, their wagons, their advertising matter—are representatives of the establishment and exemplars of it, there would be a revolution in the quality of these things.

Consider especially the advertising matter and the advertising novelties that so many houses use. While it is perhaps illogical to judge the purity and richness of the crackers made by John Smith & Co. by the lead pencil John Smith & Co. give out as an advertisement, there is still a strong human tendency to do so.

Not long ago I was present on an occasion where several well-known manufacturers distributed souvenirs to a large number of persons. One of them was a very good-looking lead pencil which bore the name of an important Eastern mincemeat manufacturer.

That pencil, let me say, was the worst thing in the shape of a pencil that I ever remember using. The lead was hard and when you used pressure enough to make a mark, it was so brittle that it invariably broke.

Four times one broke for me and had to be sharpened within ten minutes.

Now I know somewhat more about the case than the average person, and therefore it would never occur to me to judge this firm's mincemeat by its pencils.

But other people do and did in my presence.

I saw a couple of ladies endeavoring to write with them. The pencils acted as they had with me—as they did with probably everybody.

"Mercy, this is an awful pencil!" one of them ejaculated.

When it broke the next time she said:—

"Who gave these pencils away, anyway?" Then she looked at the name and added:—

"Well, if his mincemeat isn't any better than his pencils, I don't want any of it."

To be sure, she said it laughingly, but nevertheless the little

unfavorable impression was there. I would prefer that it shouldn't be there, if I were the manufacturer.

Suppose two hundred people received those pencils, and only half the pencils turned out bad. Was the advertisement a success? Or on the contrary, was it worse than no advertisement?

Not long ago I heard a manufacturer decide to save \$20 on a plan to distribute 5,000 advertising novelties. The \$20 represented the difference between a really good article and one that was *pretty* good. In one-half the scale he put his \$20, and in the other half he put the entire success of his advertising plan. He forgot that he was sending his advertising novelties out to represent his house, and that they were sure to create for the house—a little more faintly, perhaps—the same impression they created for themselves.

I remonstrated once with a retailer who was preparing to send out several hundred egregiously cheap calendars.

"They will do you harm," I said. "Nobody will respect them—they are the cheapest of the cheap."

The retailer refused to spend a few dollars more and get calendars that would really do him credit. "This is throwing money in the street, anyway," he said, "and I don't propose to throw any more than I have to."

So he got out something that was much worse than nothing. A representative that if it made any impression at all, made a bad impression.

How very, very foolish!

Rather than send out a cheap, poorly printed letter-head or statement, use *good* plain paper.

Rather than send out cheap, badly printed advertising matter, send none out, unless it is to go to non-discriminating people.

If you can't bring yourself to give away advertising novelties that you will admit to yourself you will willingly be judged by, give none away.

For while it is considered quite indelicate to look a gift horse in

The Most Valuable Acquisition

Mr. Dealer—in all your business experience, what is your most valuable acquisition; in other words, what at present is your most valuable asset? It isn't your bank account; it isn't the cash value of your stock—the measure of your success is gauged by the selling price your business will command *over and above* the actual money value of stock and fixtures. In short, the extent of your "goodwill" determines the value of your business—the *probability that old customers will return to the old place*.

With a full line of the National Biscuit Company celebrated products in stock—both in the famous In-er-seal packages and glass-front cans—you will enjoy a goodwill that money cannot buy. It builds better business—assures profits.

**NATIONAL
BISCUIT
COMPANY**



**Progressive Grocers
PUSH
MAPLEINE**

(A Flavoring)
**Good Profit, Strong Demand
Extensively Advertised**

ITS USES
Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day, or
Smith, Marquis Co., Ltd.
105 S. Front St.
Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PACKERS OF

**"THE 400"
COFFEE**

Githens, Rexasmer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia

the mouth, nevertheless people do it, and more than that, they have a way of looking to see whose wagon it is hitched to.

E. J. B.

Parcels Post Enemies Given Chance.

House Postal Committee Hears Representative of National Salesmen's Organization, Who Says that Increase in Mail Order Business Would Hurt Country Merchants and Salesmen.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 14, 1911.

Opponents of the pending parcels post bills were given their innings before the House Postal Committee on Wednesday. The first address was made by W. E. Jenkins, of Baltimore, of the United Commercial Travelers' Association. Mr. Jenkins did not receive a great deal of consideration from the committee. He appealed for an unfavorable report on the bills on the ground that the extension of parcels post would destroy many country merchants. The burden of Mr. Jenkins' argument, however, was the effect of the parcels post on salesmen. He said the extension of mail-order business would reflect directly and injuriously upon the traveling salesman's vocation. Mr. Jenkins gave some striking figures. He said there were 60,000 salesmen in the United States, and that their maintenance cost an enormous sum of money, all of which was paid by the consumers. Mr. Jenkins admitted that salesmen rarely came in contact with farmers, to whom parcels post would be a benefit.

HOLT.

No Saccharine After Next Jan. 1st.

The Federal Food and Drug Board issued a new modification of the saccharine ruling during the week, as follows:—

SACCHARIN IN FOOD.

Paragraph 3 of Food Inspection Decision No. 135 is hereby modified to read as follows:—

The Secretary of Agriculture, therefore, will regard as adulterated under the food and drug act foods containing saccharin which, on and after January 1, 1912, are manufactured or offered for sale in the District of Columbia or the Territories, or shipped in interstate or foreign commerce, or offered for importation into the United States.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

General Introduction.

The publishers of this journal have asked me to write a series of articles on Store Management, with special reference and application to the management of the Retail Grocery Store. Naturally, the management of a retail grocery is, in many respects, similar to that of any other retail store; but I wish very carefully to define my limitations in this connection so that there may arise no misunderstanding relative to the scope of what I expect to cover. I know the grocery business fairly well, and it has been my fortune to have intimate connection with the advertising, general exploitation and marketing of foods for upwards of thirty years; but the best thing that I have learned, and I say it sincerely, is that I know *only* the grocery business and that I am open to conviction on everything connected with it, for I realize how much there is not only that I do not know about it but that none of us know. Please, therefore, do not look for anything beyond a full, frank inquiry into grocery problems; a discussion among us all of the questions and perplexities with which we are all continually confronted.

It must be remembered that the grocery business is not a science, but an art. Yet that hardly covers the ground. Maybe it were better to say that the business is not an exact science, but very inexact. It does, in fact, partake both of science and art; but the formulae are so crude, so unsettled, in many respects so actually nebulous that there is room for unlimited inquiry and discussion in the work of reducing our ways and methods from what may suit us—apparently—to what may be found to be scientifically correct and ultimately best. To

illustrate: The act of weighing a quantity of prunes is capable of reduction to an exact science—so many motions of such and such a character in an exactly formulated routine to accomplish the desired result. That is science, and can be taught as such. On the other hand, the dressing of a window is an art limited by few possible rules and allowing the widest margin for individual expression. The landscape gardener works by three fundamental rules: Open space; plant in masses; avoid straight lines. A glance around at our public and private parks and ornamental grounds will indicate what can be built on such foundation.

You will be apt to remark right here that the prunes are not scientifically weighed and the windows not artistically dressed. Just so. That is what we are after. Let us first learn, and then teach how to weigh with few motions, without overfilling and digging out and again filling—false motions which we all know take up a lot of time and reduce efficiency. Let us also learn the few fundamental rules of the art of window dressing and then work to develop ourselves and our assistants into capable window decorators. In all whereof "in the multitude of counsellors there is safety!"

It is my plan to endeavor to treat the subject by logical divisions, beginning at what would naturally be the beginning of a man going into and operating a successful grocery store. These divisions, as they occur to me roughly, are as follows:—

1. Capital; the sum necessary, and why, giving full consideration to and making proper allowance for the fact that men have started

"on a shoe string" and been successful.

2. Location, its advantages and limitations.

3. Equipment—furniture, fixtures, etc.

4. Organization; the rock on which many a successful small man has wrecked himself because he had not the capacity to grow.

5. Buying; the necessary and immensely important preliminary to Selling; a feature about which much stuff and nonsense has not only been spoken and written, but about which a lot of folly has become accepted maxims.

6. Cost Accounting; the foundation of any business of any kind anywhere; without which no man can possibly achieve the full measure of success.

7. Profit Computation and Accounting; a scientific feature about which less is scientifically formulated and properly understood than any other important item of retail education; the "answer" in numberless instances to the question: "Why did he fail?"

8. Selling; the greatest blend of science and art in the grocery business, wherein is possible the exercise of the utmost individuality with the most exact application of every scientific formula in the business.

9. Advertising; something I have hitherto characterized as The Whole Business, for the reason that, properly understood and applied, it really comprises all there is to successful merchandising.

10. Bookkeeping; a science exceedingly important to be carried on correctly, but not worth the time often spent on its needlessly laborious, time-wasting old-fashioned application.

11. Private Brands; when and how useful and desirable—and also when neither useful nor desirable.

12. Individual Manufacturing such as coffee roasting.

13. Comfort and Convenience of Customers; such as providing rest rooms, meeting places, telephone service, postage stamps, stationery, and the extent to which such provision may be valuable to the grocer.

14. Adjustment of Complaints is the "customer always right?"

15. The Delivery Department its cost and efficiency; its impor-

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer

How Many of Your Customers Buy Their Coffee From You?

About 50 to 70% of your regular *grocery* customers are buying their *coffee elsewhere*, and the loss of these sales cuts down your profits. Will you let us help you recover these sales? We have a **PLAN FOR SELLING**

Mrs. Rorer's Coffee

that will increase your business. Instead of asking you to sell **Mrs. Rorer's Coffee** in place of some other, we'll show you how to sell it where you're not selling anything now; we'll show you how to secure customers for **Mrs.**

Rorer's Coffee who will buy other articles as well. When you take hold of **Mrs. Rorer's Coffee** and make up your mind to **PUSH** it, you'll get the benefit of the biggest co-operative coffee-selling enterprise in the United States. Write us for circular and particulars of our plan.



Climax Coffee and Baking Powder Co., Indianapolis, Ind.



P. F. Brown & Co.

39-41-43 SOUTH FRONT STREET, PHILADELPHIA, PA.

The Way to See If We're Telling the Truth

The next chance you get, hunt up a pound of **GURNSE** butter and contemplate it. Isn't that carton a great scheme to keep it fresh and clean?

Open it. See that brine-dipped parchment? That shows you what we think of **GURNSE** butter, when we go to such trouble to pack it. Ever see more beautiful butter in your life? It's always like that. Taste it! Can you see a customer, no matter how finical, coming back and saying *that* isn't good butter?

The truth is, **GURNSE** is the best butter possible to make. A gilt-edged product of our own dairies, watched and tended as a mother tends her child. We're proud of **GURNSE** and so will you be, if you'll sell it.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—33 cents.
Prices subject to market changes.

tance; horses vs. automobiles; delivery clerks.

16. Mechanical Refrigeration vs. Ice Boxes—an important question in these times of high-priced ice and the demand for better storage of all classes of perishable or semi-perishable goods.

17. Delicatessen; a department evidently growing in favor which, like it or not, we appear to be about to be compelled to instal or enlarge.

18. Departmentizing for More Accurate Profit Analysis and Accounting; a discussion for the determination of the presently unanswerable question whether sugar at 3 and 6 per cent., flour at 7 and 10 per cent., etc., are paying their own way and yielding a net profit.

19. Computing vs. the Old-Fashioned Scales.

20. Salesmanship vs. Substitution; the correct definition and the ethics involved.

Such, in barest outline, is the treatment I hope to accord to Store Management. I wish to emphasize the statement, however, that there is nothing hard and fast about this arrangement. It is desirable that we "speak to the question"—confine our various discussions to the subject presently in hand—in order that we may get somewhere and reach some conclusion. But the most important point to remember is that these articles are written not so much to teach—"far be it from me" to undertake to teach many who have been better trained and longer in the business than I!—as to suggest questions for discussion; and my columns are open to you all. Can I say that any more plainly, or will repetition lend emphasis? If so, I repeat: *These columns are your columns*, and not only will you be welcomed, but you are *eagerly urged* to use this space for the discussion of *your troubles and perplexities*. By such open, full, free, unconventional, informal and everlastingly frank talks only can we hope to do what we set out to do—improve the Management of Retail Grocery Stores.

A final word: I have written this kind of stuff for upward of ten years. I have always invited my friends to write me, in full detail, with facts and figures, about any difficulties they might have. It is understood that the facts will

be used, but it is equally understood that names and locations are always effectively disguised, unless the writer plainly indicates that his stuff may be identified. Please understand: You take no chance of unfortunate or undesired exposure because (1) even the publishers of this paper will not know who you are if you address "Store Management Editor," and (2) I myself will not

know you after I have used your stuff, because I make it a rule to destroy your correspondence as soon as I have copied it.

Let's get together, therefore, good friends, for *mutual betterment*.

ASSOCIATION NEWS

Little Rock, Ark.

The Little Rock (Ark.) Retail Grocers' Association last week

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Don't Be a Blame Shifter.—Do you know what that is? It's the fellow that schemes to push his mistakes over to others. He is a coward and a weakling. He is so despicable that soon all respect for him by his associates is gone.

If you blundered, stand up like a man and take the consequences. You'll like yourself better for it. The man you work for and to whom you made the clean break will know he has at least one man in his employ who knows that God hates a crawler just as much as he does a liar and acts upon that knowledge.

Specialty Table.—Wonderful things can be done with a specialty table. It should be placed near the door and changed every morning. Last Saturday a store put on their door table fifty 6-ounce jelly glasses filled with peanuts. The card 8 x 12 said "10 cents." At closing time there was fourteen left. Had it not been for that display it's safe to say that not over a dozen would have been sold.

Your buyer can easily figure for you the profit on the thirty-six.

Don't bother about a cut price, but do bother about the article being seasonable, the display attractive and the thing itself profitable.

Hunting Up Business.—On these quiet July afternoons put on your coat and hat and get out after a little business. Tell about the green stuff you expect in the

morning. Quote a few ready cooked things and mention your special blend tea for icing.

Make it a point to call on some old trade you have missed. One personal call and polite business chat will be more effective than ten letters.

Lime Juice is as common almost in the old country as soda water is here. A tablespoonful turns a glass of water into a most delightful drink. Keep a bottle on the counter.

Good Ginger Ale is sparkling, has a sharp (not bitey) taste, is absolutely clear as your bottle shows and has the natural ginger taste. The poor kind bites, looks flat, has a slight muddy appearance and an artificial flavor.

Vanilla Flavor.—Your label will tell you whether it's an extract from the vanilla bean or an imitation. Don't say rash things about the latter. Many men of repute and wide experience allow its use in the making of their cake. It lacks the delicacy of the genuine, but it holds the flavor, and the difference in price is a boon to working people.

Your Kind of Lard has no stearine in it and it isn't watered. It isn't "lovely and white" and has a slight yellow cast. In the pan it doesn't spurt and evaporate, the odor from it is pleasant and the things that are fried in it taste sweet and wholesome.

issued to its members the following call to arms:—

There will be a meeting of all the grocers of the city next Tuesday night at 8 o'clock. At the last meeting held two weeks ago many complaints were made about jobbers selling to the consuming trade, and it is the understanding that every grocer who knows of specific cases of the jobbers selling to trade that rightfully belongs to the retailers will bring the evidence to this meeting so that the facts may be pointed out to the offending jobbers. There are other matters of interest to the trade that should be taken up for discussion also, and we hope that there will be a large attendance of the retail grocers at this meeting. It is useless to sit in your stores and complain of conditions. Come out to the meetings and assist in devising ways and means to improve matters. We hope to see many grocers at this meeting who have not been in the habit of attending lately.

Beatrice, Neb.

At the last meeting of the Beatrice (Neb.) Retail Grocers' Association the following letter, written by one of the members, was read:—

Gentlemen:—I respectfully submit to you the following list of questions: Do you patronize peddlers or encourage your wife, mother or sister to do so? Is your wife a member of the Larkin soap club? Do you dump your ashes in the street in front of your residence? Do you feel that your neighbor who is in the same line of business as you, is an imposter, a crook and a fool and has no license to exist? Do you think that money paid for printers' ink in sensible, newsy advertising, is thrown away?

Do you buy any portion of goods for your family use which you do not handle in your own store from out of town? Do you kick about what the other fellow does and damn the administration because things are not run according to your idea?

Do you dump your waste paper at the rear of your store, set fire to it and let the ashes and burning papers be caught up by the winds and carried away, thus endangering your own and your neighbor's property, and causing the streets and alleys to look as though a scavenger was unknown?

Do you curse the city administration because of the filth in the alleys, and yet make no effort to clean or keep clean your own section of alley?

Do you contribute your portion to the whirlpool of waste paper, straw and excelsior which can be seen whirling and flying in all directions on the streets of our beautiful city on almost any windy day?

Do you subscribe to foreign collection agencies on the representation of a stranger, and turn down the committee from your retailers' association by saying: "Oh! I have tried several of those schemes, and they have never been successful; when they prove to me that you are going to do things, then perhaps I will join?"

Do you condemn the farmer for patronizing the catalogue houses, then when a commercial traveler, who spends his money in your hotels, livery barns and so on, quotes you a price on an article, do you reach for your Butler Bros.' catalogue, or that of some other wholesale catalogue house, and quote the salesman from it on perhaps some inferior article?

LOWNEY'S COCOA

MAKES
**HEALTHY, HEARTY
CUSTOMERS**

Who consume more groceries than drinkers of tea and coffee do. You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

Wholesome and Appetizing



Over 200 Rebuilt Cars Here

Every One Has Been Put in Perfect Order

Here's a splendid chance to get the make you've set your heart on. Because it has been used, you'll get it at a big discount. Have it torn down for your inspection, and

PAY MONTHLY WHILE YOU'RE USING IT

Our five-months' guarantee and your delayed payments are all the protection you could wish. Come in and look over our stock—no obligation to buy.

Car Owners: Your car put in order without cost to you. Cash for you when it is sold—no matter if the customer buys on time.

Cars Altered Into Delivery Wagons

We use your old body or build you a new one from \$25 to \$50.

Penn Square Automobile Co.

J. F. BROWN, Proprietor

1420-22-24-26-28 South Penn Square, 100 Yards South of Broad St. Station

OAKDALE PRETZELS

Have won and deserve the reputation of

**"HIGHEST" GRADE
"CLEANEST" MADE**

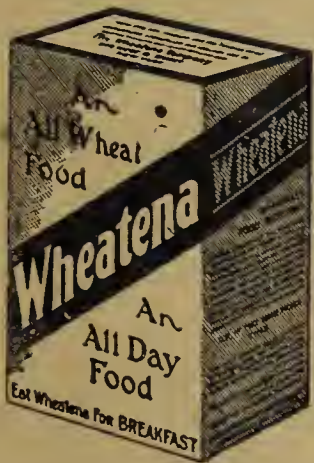
Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA



**Again and Again
and Again**

Do you sell Wheatena? If you do, this advertisement may not interest you. If you don't sell it, you're reasonably sure to sooner or later, because somebody is bound to call for it—again and again—until you put it in.

For steady, sustained, repeating sales, Wheatena will be a revelation to you. It certainly does get in to stay when it gets in.

Nothing else like it on the market. It is the hearts—no other part—of selected wheat.

THE WHEATENA CO.
RAHWAY, N. J.

Sic Semper Flyrannis!



The fight is on against flies—flies in stores, in offices, in homes. The demand for weapons is greater than ever before.

Flinomore is without doubt the best fly-catching device made. It is an attractive little red ribbon that unwinds from a spool; the spool hangs up wherever you want it. The ribbon is 1½ inches wide by about a yard and a quarter long, and the preparation that coats it will never let a fly go once he puts a foot on it.

Demonstrated by hanging up in your own store. Costs you \$3.60 per gross and sells at 5 cents—100% profit. Get that?

B. WILMSEN
212 Ionic Street, Philadelphia, Pa.



CXI.—Business Men's Legal and Illegal Use of the Mails.

The Post Office Department has shown a disposition recently to extend the laws regarding misuse of the mails, to cases arising in business experiences which have not heretofore been considered violations of the law. Therefore an article on what is misuse of the mails, what matter is safe to mail and what is unsafe, and so on, should be timely and useful.

Let me first puncture a delusion which I find many business men have concerning the mailing of libelous matter. This very frequently arises in matters connected with collections. It is not misuse of the mails to mail libelous matter, unless the libel appears on the outside of the envelope or on a postal. For example, not long ago, a certain business man who became much incensed at the refusal of a customer to pay a large account, wrote him a sealed letter in which he called the customer, in plain terms, a thief. The latter attempted to induce the postal authorities to move against the writer of the letter, on the ground that he had misused the mails, but they held that there had been no misuse, since the libel was not exposed. This decision was in exact accord with all decisions on that point.

Of course if there was libel the recipient of the letter had a private action against the sender, without regard to whether the mails had been misused. It should be remembered that the misuse of the mails is an offense in itself, entirely separate and distinct from any other civil or criminal offenses which the transaction may involve.

While the mailing of libelous matter sealed is not against the postal laws, it is otherwise with the mailing of libelous matter which is not sealed but is exposed.

This refers especially to postals or envelopes bearing printed matter on the outside. The test is whether the matter is "libelous, scurrilous, defamatory, threatening, or calculated in any way to reflect injuriously upon the character or conduct of another."

For instance, not a great while ago a collection agency sent out to debtors a great many letters in envelopes which bore on the outside in large letters the words "Excelsior Collection Agency." Somebody who received one of these envelopes took the matter up with the postal authorities and the collection agency at once found itself in serious difficulties. The department ruled that the envelopes were unmailable, though they would not have been, under the decisions, if the words had been simply printed in the form of a small business card in the corner.

Postal card duns are also unmailable and anybody using them can be criminally prosecuted under the United States laws. It has been held, however, that a postal card bearing the following language was all right: "Please call and settle account, which is long past due, and for which our collector has called several times, and oblige." This card got into the courts, and it was held that it was neither threatening or offensive. I should like to make it emphatic, however, that any man who writes to another about a debt, on a postal card, is taking great risk. He may think he is safely within the line, but he may not be, for the line is not very distinct, and the only safe plan is not to do it at all.

Sending obscene matter through the mails is illegal, whether it is sealed or not.

Generally speaking, outside of the above, there are three classes

of matter which cannot be legally mailed.

First—Matter concerning lotteries or similar gift enterprises. In an early article in this series I discussed a lottery and told how to tell when any business enterprise was one. In a nutshell, a scheme is a lottery when the participators pay money or give anything for their chances, and where the award of prizes depends on chance alone. To make this a little plainer, a merchant could legally conduct a guessing contest if the chances were free to anybody who asked for them, even if the winners were picked by chance. Or he could legally conduct one—and charge for the chances—if it was a contest of skill and not of chance. In neither case would the enterprise be a lottery, as one of the indispensable elements, i. e., payment for the chance, and decision by chance, would be absent. Both elements must be present or there is no lottery.

But where the plan is a lottery, the merchant who mails circulars, or newspapers containing an advertisement of it, can be prosecuted, and so can the newspaper which published the advertisement and mailed copies of the paper containing it. More than this, the whole edition of the newspaper can be thrown out of the mails, and this has frequently been done.

Second—Any matter concerning confidence games or any enterprise intended to defraud.

Third—Matter exploiting any scheme whatever the object of which is to defraud. This is a crime whether it succeeds or not, and even if it has no possibilities of success. The attempt is sufficient.

The third head is very wide, and it is under this that the Gov-

ernment has recently branched out in new ways. Two familiar instances of such frauds as are referred to under the third head, are ordering goods by mail without intending to pay for them, and misrepresentations by the promoter of a fraudulent investment scheme as to future profits.

In all such cases the intent to defraud is vital. There must have been intent—the sender of the letter, or whatever the matter was, must have intended to defraud. Naturally intent, being mental, is secret, a fact which the law recognizes, and it therefore allows intent to be inferred. That is, where a man is accused of using the mails with intent to defraud, the law will look at all that the defendant did and will allow the conclusion to be drawn that "no man could do these things without intending to defraud."

Two examples of the new cases being brought by the Governments are as follows:—

Not long ago the Postal Department arrested a Pennsylvania salesman who had simply written a letter to a house that expected to employ him, misrepresenting his experience and ability. They charged him with misuse of the mails—mailing matter which was not true, with the obvious purpose of deceiving the recipient and defrauding him. This case has not yet been tried, and the issue is therefore uncertain, but on the surface it would appear as if the salesman would have no defense unless he could prove that his statements were true.

Still another arrest was made in New York recently for an offense which while more or less common had never, so far as I know, figured in just that way under the postal laws before. The Government officials arrested a wholesale merchant who had written a letter misrepresenting his financial condition. The object was to obtain credit. Here, too, the charge was misuse of the mails in mailing false statements which could have no motive but to defraud. So far as I know, this case also has not been tried.

The Government's new campaign is against a class of offenses which are almost as numerous as the sands of the seashore, and which it is easy for any

business man to commit if he is
his guard.

It has been held that it is not
use of the mails to exaggerate
the value of goods offered for
sale. Always provided, however,
that this remains within the pale
of exaggeration, and does not
become positive misrepresenta-
tion. If it is actual misrepresenta-
tion it is as much fraud as any-
thing else.

(Copyright, July, 1911, by
Elton J. Buckley.)

NOTE.—Requests for information
in this Department should
carefully set out in full all the facts
bearing on the case, and all ques-
tions should be carefully framed
to avoid misconception. Write
on one side of the sheet only.
Letters should be received at this
office not later than Tuesday of
each week to ensure an answer
in the Monday's issue following.
The signature and address of the
writer must accompany all in-
quiries, and will be published un-
less there is a request not to do
so. All inquiries received will be
answered without charge. Ad-
dress all communications to Legal
Editor "Grocery World and Gen-
eral Merchant."

More Food Brands Condemned by United States Government.

Department of Agriculture Certifies
Reports of Additional Cases Under
Federal Food and Drugs Act.

This journal has received from
the United States Department of
Agriculture during the week the
following reports of additional
prosecutions brought under the
Federal Food and Drug law. All
of them were decided against the
defendants:—

JUDGMENT No. 802—ADULTERATION AND MISBRANDING OF MAPLE SYRUP.

On or about December 20, 1910,
W. L. Baker, Blodgetts Mills, N. Y.,
shipped from said town to the city
of New York through New Jersey
six cases, labeled: "Hildreth &
Scgelken, Commission Merchants,
New York," each case containing
six one-gallon cans of a product la-
beled: "York State Brand Maple
Syrup. This syrup is refined and
pure and complies with the pure food
laws. Packed and shipped by W. L.
Baker, Blodgetts Mills, N. Y." Analysis
of samples showed it to
consist largely of cane sugar syrup
and therefore to be adulterated and
misbranded.

Baker did not defend and the
goods were seized and forfeited.

JUDGMENT No. 805—ADULTERATION OF SPICED CATSUP.

On or about December 23, 1910,
there were offered for sale in the city
of Washington D. C., five barrels of
food product, labeled: "Spiced Cat-
sup Compound of Tomato Pulp and
Spices. Preserved with Benzoate of
Soda. Manufactured by R. C.

Chance's Sons, Mt. Holly, N. J." Examination of samples showed it
to contain 90,000,000 bacteria per cc,
yeast and spores at the rate of 42
per one-sixtieth cmm, with mold
filaments in 80 per cent. of the
microscopic fields examined, and
thus to be adulterated, in that it
consisted in part of a filthy and de-
composed animal or vegetable sub-
stance.

The court ordered the goods de-
stroyed.

JUDGMENT No. 806—MISBRANDING OF FLAVORING EXTRACTS.

On or about October 29, 1909,
Sally Gumpert and Harry Horow-
itz, doing business under the firm
name and style of S. Gumpert &
Co., shipped from New York into
Texas two consignments of vanilla
extract and a consignment of ex-
tract of lemon peel, the former of
the vanilla extracts being labeled:
"Extract of vanilla. S. Gumpert
& Co., New York"; the latter be-
ing labeled: "Ext. Vanilla, Guaranty
Legend Serial No. 4,951. S. Gum-
pert Laboratory, 177-179 Hudson
St. and 27-29-31 Vestry St., New
York. S. Gumpert, Manufacturing
Chemist and Distiller of Essential
Oils, Fruit and Liquor Flavors. La-
boratory 177-179 Hudson St. and
27-29-31 Vestry St., New York";
and the extract of lemon peel being
labeled: "Extract of Lemon Peel.
S. Gumpert & Co." Also on Au-
gust 19, 1909, the said Sally Gum-
pert and Harry Horowitz shipped
from New York into Ohio a quan-
tity of Maple Flavo, labeled: "Ma-
ple Flavo. Flavo for Cake Icing.
Use sufficient to get a rich, brown
color. Colors recommended by the
Government for food products. A.
Gumpert, Importers, Mfgs., New
York. 205 West St. Guaranty
Legend Serial No. 4,951." Analy-
ses showed the former of the va-
nilla extracts to be a liquid con-
sisting of alcohol by volume 23.06
per cent., vanillin 0.06 per cent.,
coumarin 0.20 per cent., and color
caramel; and the latter to be a li-
quid containing alcohol 23.10 per cent.,
vanillin 0.60 per cent., coumarin
0.10 per cent., and colored with car-
amel; and the extract of lemon peel
to be a liquid containing 35.5 per
cent. alcohol, 0.104 per cent. citral
and lemon oil by precipitation none.
Samples of the Maple Flavo were
also analyzed and the product was
found to be a compound of glucose
and sugar, colored with caramel and
artificially flavored.

The defendants were found guilty
and sentenced to \$400 fine.

JUDGMENT No. 808—ADULTERATION OF CRACKERS.

On or about July 26, 1910, there
were transmitted from Illinois into
Pennsylvania 150 packages of a
food product labeled: "Non plus
ultra I. J. S. Waffles. Made in Hol-
land. Creme Waffles 2.25 K. Sole
Distributors for the U. S. A. De
Boer & Dik, Importers, Chicago,
Ill." Analysis of samples showed
it to contain boric acid or its salts,
and therefore to be adulterated.

The court compelled the filing of
a bond.

JUDGMENT No. 812—ADULTERATION OF BUTTER.

On or about July 7, 1910, Frank
Crawford, New York City, shipped
from New York into Massachusetts
70 tubs of a food product labeled:
"Hollis & Rich Butter Co., Boston,
Mass.," and invoiced and sold by
said shipper as "Ladle Butter." Examination
of samples indicated
that the product was adulterated,
in that it consisted in part of filthy,
decomposed and putrid animal and
vegetable substances.

The court compelled the claimant
to file a bond.

JUDGMENT No. 811—ADULTERATION AND MISBRANDING OF "COLUM- BINE BRAND COMPOUND" FRUIT JELLIES.

On or about September 20, 1909,
the Colorado Canning Co., a corpo-
ration, James Turnbull and William
J. Lindenberger, Canon City, Col.,
shipped from Colorado into New
Mexico a quantity of five varieties
of jellies, one of which was labeled:
"Columbine Brand Compound Rasp-
berries and Apple Jelly. Made from
fresh fruit, apple juice, granulated
sugar and glucose. Made by Col-
orado Canning Co., Canon City,
Col.," the other four varieties bear-
ing identical labels except that the
word "raspberries" was substituted
in said other labels by the words
"currant," "blackberry," "grape"
and "plum," and also bore the words
"1-10 of 1 per cent. benzoate of

soda" stamped very inconspicuously
and illegibly across the face of the
latter four labels. Samples were
analyzed, with the result that the
products in question were each
found to contain free sulphuric
acid and benzoate of soda, and not
to be jellies, but viscous syrups with
the flavors of the fruits indicated
scarcely apparent.

The defendant plead guilty to the
first count and was fined \$10.

New Jersey corn is in, and good
sugar corn can now be bought at
65 cents for a basket of fifty ears.
From that figure the price de-
clines to 30 cents. The supply is
fair for the first and the demand
moderate.



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian
Sardines that come to this country, from a land
that packs the finest Sardines in the world. Ten-
der, spicy little fish in pure olive oil or tomato
sauce. Your customers are sure to like them.

There has never been a Sardine success like
SKIPPER SARDINES; why? First, because
of quality, of course, but second, because we
guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

There is not

only satisfaction but
pleasure in selling goods
that are well known to
the public.

In selling Fels-Naptha
there is also the satisfac-
tion of knowing person-
ally that the quality
of the soap is
everything that
the makers
claim.



THE STROLLER'S COLUMN



Buying Automobiles on Cut Prices.

These pleasure automobiles have played hen with a lot of people, ain't they?

They ain't never played it with me yet, but there's no telling how soon I may clap a mortgage on the old hen house and get one.

I tell my wife, whenever she makes a crack about wishing she had a car, that if she'd only hustle out and get a few washes to do, we might afford it. I don't know how soon she'll start in, but there ain't any signs of it yet.

There's a fellow down in Maryland that I sell on one of my regular trips that bought a car about eight months ago. He got it second-hand, and it wasn't much of anything, but it seemed like it was, in his town, for it ain't a very up-to-date place and there ain't many cars there.

Understand, it wasn't a delivery wagon; it was a pleasure car.

When I saw this fellow the last trip before last week, he had had his car about a month or two, and was feeling his oats a bit. "All right! Greatest sport on earth! Never knew what living was! My wife's better than she's been for years! You want to get one, my boy!"

That's the sort of song and dance he put over at me.

So the first thing I said to him when I saw him last week was this:—

"Well, old man, how's the car?"

He hit me in my beautiful smiling mug with the sourest look I'd had since I left home.

"Oh, shut up about the car!" he said, "you didn't come down here to talk car, did you?"

Just imagine your uncle, thinking I was playing up to his hobby, getting a tomat in the neck like that!

"Why—what—!" I gasped.

"Never mind, I tell you I don't want to talk car!" he said, and as I believed 'pon my soul he'd have

soaked me one if I'd said anything more, I shut up and talked business.

But I got the story before I left town all right.

This grocer that owned the car was a great fellow for advertising cut prices. He had a sort of slogan that he worked into everything—"Everything sold at cut prices!" That's really the scheme he did business on—selling goods cheaper than anybody else, or saying he did.

They have a clever little local paper down there. It's run by a fellow that used to be a newspaper reporter in Baltimore, and it's all right. Almost all the local fellows advertise in it, this grocer among the rest.

He put the cut price stunt over in his newspaper advertisement in every way he could.

After he had had the car two or three months, and everybody in the place had got on to the fact that he had it, one of the other grocers put this advertisement in the paper:—

QUESTION

How can a merchant who sells all his goods at cut prices

Afford an Automobile?

MORAL

Buy your groceries here. We don't talk as much as some about selling everything at cut prices, but We can't afford automobiles

Say, wasn't that some stunt? The whole town went wild and they guyed the grocer with the car until his teeth came loose. At first he only grinned, but when the little boys in the street got to handing him the laugh he soon

got sore. I don't know whether it hurt his business any—I should think a thing like that might, though—but I do know that he got so he wouldn't run the thing except at night.

So that's why little me got it back so hot when I went in with a pleasant smile and "How's the car, old man?"

I know another grocer who told me that his car cost him the trade of one of the biggest families in his town. They lived right next door to him, and when he got his car they expected he'd take 'em out. He did take 'em out, but there was so blamed many of 'em that if he'd taken 'em all out he couldn't have took anybody else. They got sore after a while and actually took their trade away.

Wouldn't that pour gasoline in your hair?

It seems entirely different when a fellow buys a delivery car. That's business, and nobody seems to remember that he had to buy it out of his profits. It's when he buys a pleasure car that they begin to sniff and talk about him.

THE STROLLER.

Another Co-operative Buying Scheme Breaks Out in South.

Promises to Supply Retailers Goods at Ten Per Cent. Reduction. Has a Branch in Ohio.

Special Correspondence of "Grocery World and General Merchant."

Louisville, Ky., July 10, 1911.

A new co-operative buying scheme has just broken loose here—it is called the "Associated Union." The local president is F. Le Marr, and it is said to be a branch of other places, among them Cincinnati, Ohio.

The story which the solicitors are putting up to retail grocers

here is that they can save 10 per cent. by buying through the organization:—

This is to Certify, That

..... having subscribed and paid for a membership in The Associated Union, is entitled to all its benefits and advantages from the date of this certificate, during the term mentioned hereon.

The Association agrees that it will act for its members in the capacity of contracting agent, supplying at a 10 per cent. reduction any and all goods in its warehouses or goods our buyers can buy (subject to market fluctuations) and also other goods, consistent with the character of such Association, upon which a saving can be effected.

This Certificate is not transferable, and members bind themselves not to avail themselves of any of the privileges of membership except for their own personal use and benefit and that of their immediate family. A violation of this stipulation will render this Certificate null and void.

The number of this Certificate must be given in all orders or letters written by members to the Association or to our contracted dealers.

Agents are not authorized to collect money, except the membership fee at the time of delivering Membership Certificate.

Orders and remittances must be sent or paid to the Association's dealers direct. Their charge is 10 per cent. less, as above.

The purchaser having paid the membership fee is exempt from all further dues, liabilities and assessments. In the event any firm mentioned hereon fails or is destroyed, the Union will contract another to replace it.

We reserve the right to cancel any dealer and replace same.

E. J. WITMORE.

Push Cracker Sales Now!

Grocers lose a good deal of the cracker trade to which they are entitled through the general careless manner in which the goods are shown and packed. Although packages form the greater part of the cracker trade at the present time, still there is a large amount of bulk goods sold. It is in the handling of this latter class where the average dealer falls down.

Few things cause the housewife more dissatisfaction than to receive a parcel of crackers all broken up. It is a mistake to throw crackers indiscriminately into a bag, especially if they contain much sugar or are easily broken, such as Arrowroot, Afternoon Teas, Abernethy, Vanilla Bars, Marshmallow Dainties, etc. They should be carefully placed in the bag to prevent breaking or crushing. The little extra time required to do this will be repaid in the satisfaction of the customer.

Another thing the dealer should avoid is overstocking, so as not to have stale goods. Customers receiving stale crackers form a poor opinion of the grocer's general business methods.

The cracker end of the business is a paying proposition if it is properly looked after, and it is surprising that so few grocers give it the attention it deserves. The variety of crackers is so large that the dealer may never be at a loss to present something new to his customers. People like to trade at a store where they can obtain some novelty in the form of foodstuffs.

Crackers or biscuits are simply different forms of bread put up in convenient shapes and spiced. Look after the cracker business; it is a growing and profitable branch of the trade.

THE GROCERY MARKETS

Tea.

The tea market has been fairly active during the week. Those who have tea to sell seem to be able to sell it at steady to firm prices. The consumptive demand is fair, and prices show no change from a week ago.

Coffee.

The coffee market continues strong, and the demand is fair, in spite of the heat and the general inactivity. All grades of Rio and Santos are probably $\frac{1}{8}$ cent higher than a week ago. Strong crop news is the reason. The trade are fighting against the advance all they can, and stay out of the market as long as they can, but they are having to buy something, and when they buy they pay full prices. Mild coffees are also firmer, but show no quotable change for the week. The demand is fair. Java and Mocha are unchanged and steady to firm.

Sugar.

The refined sugar market has advanced 5 points since the last report, and may go higher, as the raw market is very strong. Quotations from Europe show a very firm market over there, and the general outlook is strong. Refined sugar is in excellent summer demand.

Syrup and Molasses.

Glucose shows no change for the week, though the market is very strong, due to the high corn market. If corn advances any further glucose and all corn products will advance also. Compound syrup is unchanged for the week and is very dull. Sugar syrup is unchanged and inactive. Molasses is dull at ruling prices.

Canned Goods.

The tomato market is strong. The market for spot goods in a large way is 90 cents county, but some packers are holding out for $2\frac{1}{2}$ cents more. There are prophecies of \$1 within the next four weeks, when new tomatoes will become available, but the demand must amount to something to warrant such advances as that. Future tomatoes depend on the weather for the next months; if there is plenty of rain the pack will probably be fair and prices

moderate. There is no change from a week ago. Spot and future corn shows no change from a week ago, but both are firm with some inquiry. Peas are very strong, due to lack of supplies. The total pea pack will probably not be over 60 per cent. of normal. Prices are high. The cheapest available thing costs 90 cents in a large way. The average price for the last few years on about the same grade would probably not be over 65 cents. Apples are unchanged and in fair demand. Eastern peaches are cutting no figure. No future prices have been named as yet. California canned goods on spot are selling here and there, mostly from jobber to jobber, at fairly maintained prices. Future prices have not been named as yet. Small standard canned goods are being packed right along without incident.

Fish.

Mackerel shows no change for the week. New Shores rule about where they did a week or even two weeks ago, and the demand is limited. Irish and Norways are both unchanged and quiet. Cod, hake and haddock are unchanged and dull. Domestic sardines are steady to firm, but dull. Imported sardines are quiet at ruling prices. Spot salmon is probably as active as could be expected when prices are considered.

Dried Fruits.

Spot prunes have sold as high as 15 cents per pound for 40s in a large way. This is surely a record figure. Futures are unchanged and quiet. Spot peaches are unchanged and so are futures. Future apricots are still maintained on the previously quoted high basis; demand slow. Spot apricots about cleaned up. Future raisins are unchanged on the previously quoted basis, but the demand is light; spot raisins very dull. Currants quiet and unchanged.

Beans and Peas.

Domestic pea beans are a shade higher and spot stock averages \$2.40 in a large way. Domestic marrows are unchanged. Demand is fair. California limas are

unchanged and very dull. Green and Scotch peas are firm and moderately active.

Butter.

The receipts of butter continue normal for the season. A large percentage of the receipts show heat defects and has to be pushed for sale for what it will bring. The consumptive demand is falling off to some extent, owing to the extreme hot weather. The speculative demand is only fair, owing to the high prices. The market may show a slight decline in the near future. The make nearby is light, and the receipts are also affected by the heat.

Eggs.

The bulk of the receipts of eggs is showing the effect of heat and only a very small percentage is fine enough to bring top prices. The market is steady at ruling quotations and the demand is about normal for the season. No material change seems in sight at this writing.

Cheese.

The make of cheese is normal for the season. The consumptive demand is active and the quality of the cheese arriving is also showing up well considering the weather. The market generally is in a healthy condition and seems likely to remain so for some time.

Provisions.

All cuts of smoked meats are firm at $\frac{1}{4}$ cent advance over a week ago. Everything is in active consumptive demand and stocks on hand seem about normal for the season. There will likely be a firm market, possibly with a slight advance, during the week. Pure lard is firm at $\frac{1}{4}$ cent advance. Compound is firm and unchanged. Both are in moderate demand. Barrel pork is slow and unchanged. Dried beef and canned meats in fair demand at ruling prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Growers and canners of tomatoes throughout this section have more reason to feel uneasy over the crop conditions, as well as the outlook generally. So many successive days of exceedingly

high temperature and dry weather combined have seldom been experienced in this and the adjacent States without some rain storms sandwiched in with it. The tomato crop has not been ruined by it, and all such reports must be taken with a large-sized grain of salt. A reasonable amount of moisture in the shape of rain during the next ten days or two weeks would help the tomato crop greatly, though it would be going too far perhaps to say that it is not yet too late for a complete recovery of the ground lost by the unfavorable conditions that have prevailed up to this date. The chances of that are rather remote, it must be admitted, though one is obliged to consider all the factors embraced in the problem. The buying of future tomatoes this week was again on a large scale, and it acts as a sustaining force to the market prices. It is reasonable to expect belated buyers to add to the stability of the market values when they become purchasers. Increased buying of spot tomatoes stiffened up the market still more this week, and the holders of them have raised their prices another peg toward the dollar mark. Desirable orders were turned down this week at prices that looked tempting. Should the opening of the canning season be delayed until well into the month of August, which seems to be likely at this time, there will be sufficient time left to dispose of the present holdings, and upon this contingency the packers are hanging their hopes. Protect your requirements in tomatoes, to some extent at least, of both spots and futures.

String beans, next to tomatoes, occupy the centre of the stage, and they are very active with an upward tendency as to prices. The high prices of Baltimore peas have not interfered much with the sale of them, and the stocks left unsold are remarkably light, with twelve months ahead to dispose of them. Spot corn is cleaned up closer than for many years, and the floors will be bare of stock when the fall canning season opens. Future corn is selling right along also. Spot sweet potatoes were sold out this week at \$1.25 per dozen, a remarkable price for that article. Spinach is likely to follow suit. Every line of canned vegetables continues firm to strong with but one or two exceptions.

Spot peaches, of the few grades left on hand, are so nearly sold out that they do not cut much figure in this market, and the

outlook for the crop this year continues to be quite discouraging. No prices are being named on any grade of future peaches, excepting in a few cases where the packers are willing to take a chance. Gooseberries are practically done for this season, with a smaller pack than usual. Blackberries, raspberries and blueberries are still coming in, but in smaller quantities. The market continues active for all kinds of berries, especially for strawberries, blackberries and gooseberries, this week. The pack of new pineapples is remarkably small, the cost of the fresh fruit being too high for canning purposes. All spot apples have been sold out, and no futures are offered except at prohibitive prices. Spot pears are also likely to be cleaned up shortly. Rather unusual to report so many articles sold out. White cherries are active. Red cherries are going out slowly; not so active as the other fruits. All canned fruits are strong, without any exceptions. Cove oysters were dull this week and unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Herring.—A little too early yet for the new Holland herring. Weather is too warm to risk importing them, but shipments of new Scotch herring are now beginning to come in. This week's steamer brought quite a little quantity, which will mostly have to be consumed right here in the city, as it is too risky to ship them out of town, consequently prices obtained will not be very satisfactory to the shippers, as the extreme hot weather interferes with the sale of this perishable article.

Sardines.—The catch in France continues exceedingly poor and packers are rather discouraged, as it begins to look as if the bulk of sardines has really moved away from the French coast.

Sprat fishing in France has proved one of the biggest failures on record, and very few, if any, French sprats are to be had over there to-day, while the demand for sprats continues quite good here.

In Portugal there is of course no catch just now and the demand for Portuguese sardines is good, particularly for some well-known brands of which not enough can be furnished to satisfy the trade.

In Norway catch has only just begun. The quality is said to be very good, but price paid for the fresh fish is rather high, so that packers are asking more money for their new pack than they did for last season's goods.

Stockfish.—The catch is now ended. The quantity caught of round fish exceeds by a few millions the quantity of fish caught

last season. Nevertheless it is hard to say whether prices will open up any lower than they did last season. The fish itself appears to be somewhat smaller individually than it was last year. No records are kept of the catch of split fish, so everything that we may say in regard to the quantities caught will be mere guess work that is based on rather unreliable information. Opening prices seem to be about the same as last season for split fish.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market is becoming more active. Prices are generally firm throughout the list. Supplies are reported small. Crops are more or less short and in good steady demand. The market is likely to go higher.

Pepper.—Foreign market is reported higher for all grades. The spot supply here is exceedingly small. All indications point to higher prices.

Red Peppers.—Futures are active. Demand fair at steady prices.

Cloves.—Spot goods are scarce. Foreign prices are about $\frac{1}{2}$ cent above prices here. It is now reported that the crop will be much smaller than at first estimated.

Pimento (Allspice).—Crop is reported short. Spot demand is fair and the market value is very firm.

Nutmegs in fair demand. Shipments from the East are reported falling off. Indications would certainly point to higher prices.

Tapiocas are in short supply. Prices are firm. Indications point to a higher level throughout the year.

Seeds, Herbs, Etc.—Prices are steady and show practically no change. Celery is very active, also Mustard and Coriander seed.

Green Ginger Root.—Stock arriving more freely. Goods are strictly prime and in excellent demand.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Georgia peaches are about ready to wind up. The season is short and prices have been high from the beginning. Three dollars and a half per crate is top at this writing, and considerable fruit is going into cold storage for better prices.

The recent sale of lemons has been very large. Twelve thousand boxes were sold at auction during the week at an average price of \$4 per box. The supply is large and prices so far this season have been quite reasonable.

There are about 200,000 boxes of foreign lemons afloat at the present time. California lemons have not been cutting much figure, as they are coming forward in bad shape.

New lima beans are in from Jersey and range from \$2 to \$2.50 for the improved. The demand is fair.

Jersey cucumbers range from 40 to 50 cents per basket. The quality is good, but the demand only fair.

Florida pineapples are glutted and range from \$1.50 to \$2.25. Almost all the receipts are small sizes. Good 24s would bring \$3 to \$3.50.

Potatoes continue very high. Nearby stock is bringing 75 cents per basket, against 40 cents a year ago. The quality is poor at that. Short crop almost everywhere is the cause. Potatoes have been high during the whole season, from Florida North.

New eggplants are in from Jersey and range from 75 cents to \$1 per basket. The demand is good.

Drought Pulls Down Food Crop Prospects.

Heat and Drought Have Marked Effect on Probable Yield of Potatoes, Wheat, Oats, Corn, Etc. All Crops Worse Off Than a Month Ago.

Some weeks ago this journal published the Government forecast that this was to be a year of very large food crops. During the week the Department of Agriculture has issued another report, from which it appears that the heat and the drought everywhere have greatly reduced the probable yield in many lines.

The indicated spring wheat yield is 244,933,000 bushels, against 284,371,000 last month.

Indicated yield of winter wheat is 457,958,000 bushels, compared with 479,915,000 last month.

The combined wheat crops are 703,000,000 bushels, compared with 763,000,000 last month.

The corn acreage is the largest ever recorded, but the condition of the crop is about 7 per cent. below the average. That indicates a production of approximately 5 per cent. less than last year's record crop, but nearly 5 per cent. more than the average

production during the last five years. The condition of the corn crop on July 1st, however, was critical.

The potato crop promises to be unusually short. The acreage has fallen off, probably on account of unsatisfactory prices during the last year, and the condition of the crop now is lower than at any time on July 1st in the last twenty-two years. Almost a sensational advance in the price of potatoes has been made during the last month. The average price throughout the United States on June 1st was 63.3 cents a bushel. On July 1st it was 96.3 cents a bushel. Ordinarily, the variation in that time is only a few cents a bushel.

The present outlook in other crops is as follows:—

Oats.—Condition, 68.8 per cent. of a normal, compared with 85.7 per cent. on June 1, 1911, 82.2 per cent. in 1910 and 86.3 per cent., the ten year average; indicated yield per acre, 23.2 bushels, compared with 21.9 bushels in 1910 and 28.4 bushels, the five-year average.

Barley.—Condition, 72.1 per cent. of a normal, compared with 90.2 per cent. on June 1, 1911, 73.7 per cent. in 1910, and 87.9 per cent., the ten-year average; indicated yield per acre, 20.9 bushels, compared with 22.4 bushels in 1910 and 24.8 bushels, the five-year average.

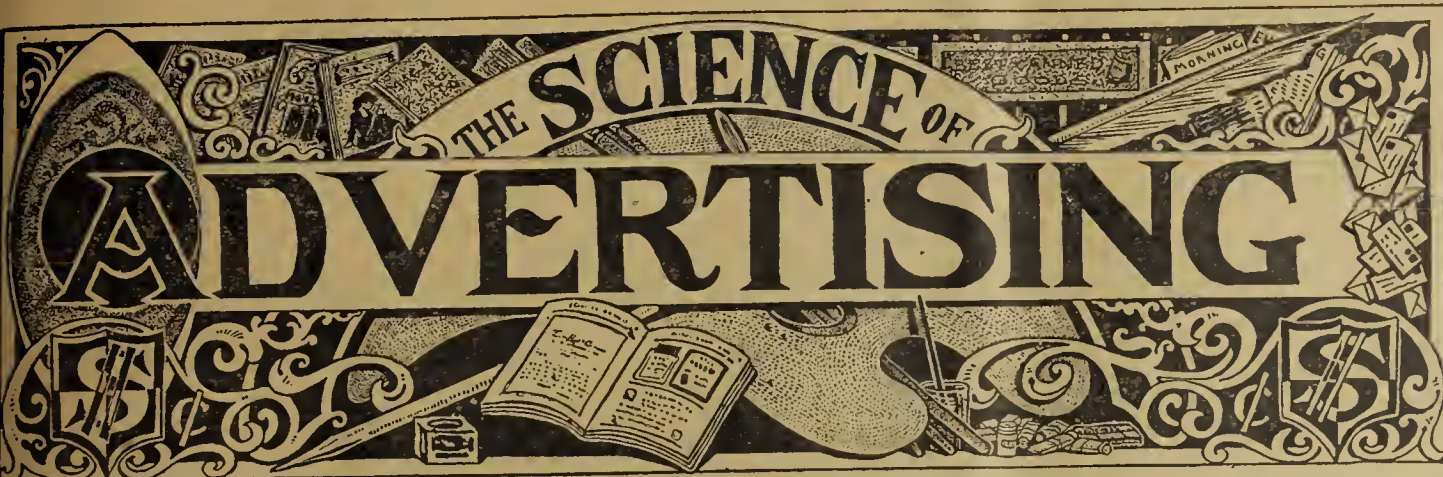
Rye.—Condition, 85 per cent. of a normal, compared with 88.6 per cent. on June 1, 1911, 87.6 per cent. in 1910 and 90.8 per cent., the ten-year average; indicated yield per acre, 15.5 bushels, compared with 16.3 bushels in 1910 and 16.4 bushels, the five-year average; area planted to rye this year, 2,003,664 acres, compared with 2,028,000 acres in 1910.

White Potatoes.—Condition, 76 per cent. of a normal, compared with 86.3 per cent. in 1910 and 90.4 per cent., the ten-year average; indicated yield per acre, 81.7 bushels, compared with 94.4 bushels in 1910 and 96.9 bushels, the five-year average; area planted, 3,495,000 acres, compared with 3,591,000 acres in 1910.

Rice.—Conditions, 87.7 per cent. of a normal, compared with 86.3 per cent. in 1910 and 88.6 per cent., the ten-year average; indicated yield per acre, 32.2 bushels, compared with 33.9 bushels in 1910 and 32.4 bushels, the five-year average; area planted, 705,000 acres, compared with 722,800 acres in 1910.

Hay.—Condition, 64.9 per cent. of a normal, compared with 76.8 per cent. on June 1, 1911, 80.2 in 1910 and 85.7 per cent., the ten-year average; indicated yield per acre, 1.08 tons, compared with 1.33 tons in 1910 and 1.41 tons, the five-year average.

Jersey tomatoes are coming along more freely, and the price has accordingly declined again. Seventy-five cents per basket is top, and from there the price drops to 40 cents. The heat is blistering the fruit and much of it is coming in bad shape. The demand is fair



Jersey City, N. J., July 10, 1911.
Editor "Science of Advertising."

Dear Sir:—I am very anxious to bring before our association the plan which I understand is in successful operation with various associations in different sections of the country—that of censoring certain kinds of advertising and binding members not to patronize them. We are bothered to death here with cheap advertising schemes of various kinds, most of them gotten up by churches, lodges, etc. Some members of those who are customers always solicit advertising from their own grocer, and it is very hard to refuse them. I personally spent \$64 in this class of advertising schemes during 1910, and get no results from it whatever. Other fellow members of our association have spent in some cases more. What we want is some plan by which certain kinds of advertising will be put under the ban, and so no member of the association can patronize them without the consent of the association, which of course would never be given. In other words, a good excuse to give people who solicit advertising for such things, so that we can get out of it and save our faces without losing trade. Please let me have all the information you have on the subject, so I can present it to our association at its next meeting.

Respectfully,
O. N. K.

This correspondent is right—his plan is in successful operation in a large number of places, and I have reason to believe it has saved the members of the associations using it thousands of dollars. The plan is most useful in small places. It is a very simple plan to work—the association first ascertains that its members are willing to bind themselves to stand by such a rule, and then has a list prepared of all manner of advertising schemes which are considered undesirable. In many places this list includes practically every form of advertising except newspapers and circulars. And in my judgment it is safer to have it include everything but those. There are some advertising propositions that are on the border line, so to speak. That is, it may be advisable, for some reason, to occasionally patronize them. When approached to take space in these, a member will still

have the excuse that he has bound himself not to do it without the association's sanction, and if he likes, he can then bring the matter before the association. If there is good reason for it, the association can make an exception to its rule in this particular case. But where the advertising scheme presented is just the ordinary valueless thing like a church programme, which the association, under no circumstances would pass, the merchant approached could simply say that he had bound himself not to patronize them.

The experience has been that this for a while causes some soreness among the institutions who have been accustomed to make money out of programmes and similar advertising schemes, but if all the grocers of a town stand by it, no one of them can lose any more than the others by the wrath of the people who are turned down, and that probably means that nobody will lose anything.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Cost of Living Still High.

An investigation by the Bureau of Labor of the prices of 257 commodities in 1910 shows that wholesale prices in that year were 4 per cent. higher than in 1909 and 1.6 per cent. above the average of 1907, which was the year of highest prices since 1890. Some extraordinary variations were re-

corded in 1910. Potatoes increased 300 per cent.; eggs, 90 per cent.; coffee, 60 per cent.; mess beef, 35 per cent. The wholesale prices of farm products were 7.5 per cent. higher in 1910 than in 1909. Wholesale prices in 1910 were 19.1 per cent. higher than in 1900; 46.7 per cent. higher than 1897 (which was the year of lowest prices between 1890 and 1910); 16.6 per cent. higher than 1890 and 31.6 per cent. higher than the average high prices between 1890 and 1899. The highest prices in this decade were reached in October, 1907, when a general decline began which continued until August, 1908. A rise then set in and there were monthly increases without a break up to March, 1910, when wholesale prices reached the highest point in twenty years. They then were 21.1 per cent. higher than the average of 1900, 49.2 per cent. higher than the yearly average of 1897 and 33.8 per cent. higher than the average price of ten years between 1890 and 1899. Then followed a slight decline, and from June to December, 1910, prices remained nearly level, and at the close of the calendar year 1910 they were still 30 per cent. higher than the ten-year average between 1890 and 1900 and 45.4 per cent. higher than the record set by the high price year 1907. Of the 257 commodities considered in the investigation, 148 showed an average increase, 26 showed no change and 83 showed decreases. During 1910 farm products increased 10.7 per cent., foodstuffs 3.2 per cent.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2808-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers @	1.50	\$.60 sell @	\$.03 \$1.20
50 5-in. "	2.50	1.25 "	.05 2.50
70 6-in. "	3.50	2.45 "	.06 4.20
50 7-in. "	5.00	2.50 "	.08 4.00
40 8-in. "	7.00	2.80 "	.10 4.00
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

You Must Choose—Which?

If it's too hot to-day to seriously consider whether you are buying **Coffee** right, put this advertisement away until it's cooler—don't lose it!

Here are the two propositions:—First—If you buy **Coffee** through salesmen, you are paying more than you need to, because you are paying those salesmen's salaries.

Second—If you buy **Coffee** of us by mail, you pay no salesmen's salaries. Could anything be clearer?

Let's get action—send us some samples to match to-day.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

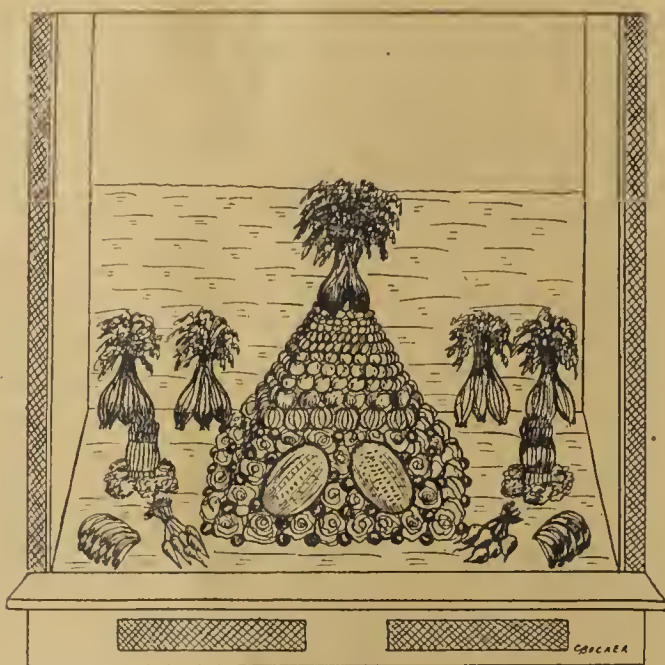
89 FRONT STREET, NEW YORK

ESTABLISHED 1897



Fruit and Vegetable Display.

A nice display of fruit and vegetables always attracts. This window is a fine one. Of course, it requires a little time to arrange the pyramid—care must be taken or it will not look well. To arrange, first build the pyramid of boards. Don't make it too slanting, as the fruit is apt to roll. Cover the bottom of the window with green crepe paper, also the pyramid. Now place it in the centre of the window, a

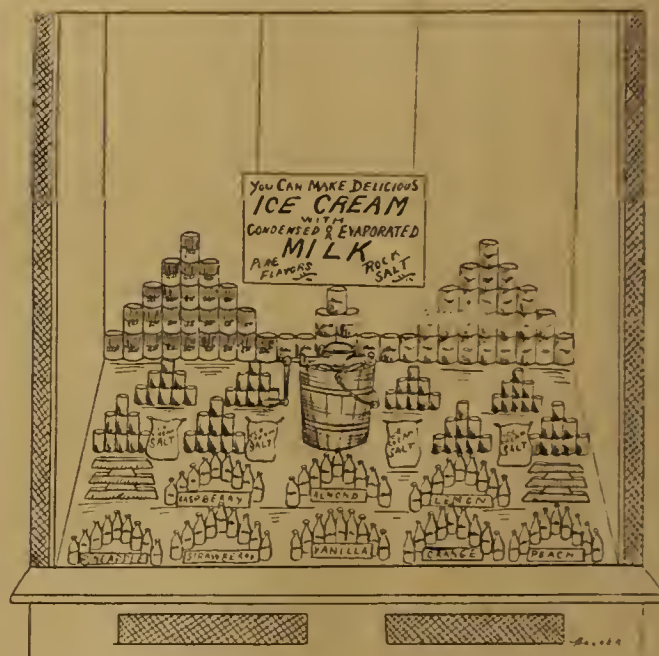


little more towards the rear, as the fruit is just to be placed on the three sides. The back of the pyramid must not show. Along the bottom of the slant, in front, place a row of large green cabbages. Now cut a fine, large melon, place it like in illustration and fill the slant between and all around the halves with the cabbages, also the slants at each side. They should reach half way up the pyramid. Place a bright skinned orange here and there between the cabbage heads. Now place a little strip of wood about three or four inches wide on the cabbages all around, or rather the three sides. Be sure it rests even and firm, as this is to be a sort of foundation for the fruit or the other half of the pyramid. On the board place a row of nice cantaloupes; on them a row of grape fruit; next a row of California apples; on them a row of oranges; then two rows of California blue plums; then two rows of apricots. The top of the pyramid should be flat, on which place a few stalks of celery. Fill the space between the celery stalks with lemons. Now arrange the bottom. At each side, in front, place a hand of bananas and a bunch of beets and carrots. Back of them, at each

side, place a bundle of asparagus in a shallow dish containing water. Garnish around it with parsley or salad. Place a few stalks of celery in the rear. Make a background by running the green crepe paper across the window in the rear as high as the pyramid. This will show it up to the best advantage.

Ice Cream Supply Window.

In this torrid weather we are always thinking of something cold to eat, especially in the dessert line. A great many people make their own ice cream and I think this is a good time to advertise your condensed and evaporated milk, flavors, salt, etc. To arrange, first cover the bottom of the window with any shade of crepe paper you desire to use. Now arrange all your flavors along the front in semicircles. Place a neat sign card with the name of each flavor. In each semicircle place a pyramid of chocolate at each side of the window. Ask



one of the hardware dealers for the loan of a small ice cream freezer and place this in the centre and place a small card beside it with the dealer's name on it. This is an advertisement for him also. At each side and back of it place small pyramids of evaporated milk and place a bag of ice cream salt between them. In the rear build pyramids of condensed milk. More or less of the goods displayed can be used; it all depends on how much you have in stock and the size of the window. Suspend a neat sign card in the rear with lettering like in cut.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., June 13, 1911.

994,767. Coffee urn. S. Mayer, Chicago, Ill.

994,785. Treating and roasting coffee. E. M. Potter, New York, N. Y.

994,850. Dough-sheeting machine. J. J. Linden, New York, N. Y.

994,949. Combination pot. J. N. Papendry, East Liverpool, Ohio.

995,598. Process of bleaching nuts. F. Hayes and T. H. Lambert, El Monte, Cal.

994,975. Process of preparing and dispensing beverages, such as tea and coffee. B. H. Calkin and E. W. Mayfield, Chicago, Ill.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 55,942. "Wizard" for coffee. J. Zinsmeister & Sons, Louisville, Ky.

Ser. No. 52,392. "Mi-ko" for wheat flour. The Southwestern Milling Co. Jersey City, N. J.

Ser. No. 50,160. "Tourist" for candy. The Chandler & Rudd Co., Cleveland, Ohio.

Ser. No. 53,791. "Polo" for canned goods. Stoddard, Gilbert & Co., New Haven, Conn.

Lea & Perrins' Sauce in America

A Great Product that is a Favorite in Every Country and is as Staple as Gold in the Marketplaces of the World.

JOHN DUNCAN'S SONS, Agents.

Lea & Perrins' Sauce is one of the biggest little things in existence.

There is a very interesting and instructive story about this condiment, in favor the world around—the best distributed article known to commerce. Very many years ago Lea & Perrins, chemists in Worcestershire, England, first introduced this now famous sauce to the public and three generations have been engaged in its manufacture. It stands to-day the unrivalled table sauce the world over, through the unwritten decree of nations. So staple is Lea & Perrins' Sauce, so unvarying in quality, so universally used that it is a quick world asset. It is always salable because of the absolute fidelity of Lea & Perrins to quality, adherence to a formula tested for three-quarters of a century and a product that has never been successfully counterfeited. Its formula has defied the researches of chemists the world around because the secret of its combination is an unsolved riddle. It is distributed in the United States by John Duncan's Sons, the original agents. In the manufacture of this sauce, fidelity to the highest attainable quality is observed, not only with respect to ingredients of the sauce, but with the container. Even the paper used as a wrapper, the twine used, and the labels are made to order in accordance with rigid standards. Sanitary control of the machinery of the plant is imperative, and the result is a plant palatial in its appointments, fit for Lea & Perrins' Sauce, the finest in the world.

Its sale was first started in New York about 1840 by John Duncan, a thrifty son of Scotland, who in 1819 established in New York City a business in rare and fine groceries, wines and liquors. In 1835 Mr. Duncan purchased the building at 405 Broadway, a property still owned by the

Duncan estate. Mr. Duncan was a fine type of the old school merchant, wedded to the highest principles as the foundation of success. He never borrowed a dollar, never would take a note, was independent and absolute master of his resources, principles that have been followed from his day to the present. With such a man to introduce and push Lea & Perrins' Sauce, it is easy to solve the reason for its pre-eminent success. The confidence he had in the article and exhibited by his successors is so strong that the quality of Lea & Perrins' Sauce is guaranteed without limit, whether for five or fifty years, as it improves with age. It stopped com-

height, with basement, all steel construction, faced with granite up to the third floor and above with white enameled brick. There is not a stick of wood in the building outside of the mahogany trim of the handsome office. The doors and window frames are of copper, the wainscoting, trim of offices of the finest Tennessee marble, worked in panels of two colors, making a plant that is in reality a great bank which issues as currency Lea & Perrins' Sauce, as good an asset as a Bank of England note and negotiated with less trouble in any part of the world.

A building, whether a log cabin on a Southern cotton plantation, a castle on the Rhine, a hut or a palace, is a history of its originator, the index to character and deeds. Just as the old castles on the banks of the Rhine tell of the Knights of feudal times, how they lived and made war a business, so does the great commercial structure of John Duncan's Sons on the right bank of the Hudson reflect the worth and accomplishments of its originators. Solid and substantial men build solid and substantial edifices.

It is a stretch of ninety-two years since John Duncan began an honored career in this city and made for himself a name honored in its history. He first made his son David a partner and the firm became John Duncan & Son. Later another son, John P., entered the firm, the title becoming John Duncan & Sons. The senior died in 1864 and later the house was styled John Duncan's Sons, now led by Stuart Duncan, the son of the late John P. Duncan, with whom is associated George E. Dunscombe and C. E. Popp.

John Duncan's Sons

are believers in publicity and are among the most adroit and successful advertisers in the world, creating a demand for Lea & Perrins' Sauce from every nook and corner of this great country. Lea & Perrins' Sauce has had for 76 years unimpeachable quality and there is a foundation lasting and strong enough to build additions as fast as the future demands. There cannot be growth without merit and that has resided with John Duncan's Sons and the great product they represent and distribute ever since the founder of this powerful firm in 1840 introduced Lea & Perrins' Sauce to America and made it as good currency as the world of trade and commerce knows and uses.



New Building of Lea & Perrins and John Duncan's Sons, 241 West St., cor. Hubert St., New York

peting for gold medals away back in 1853 when it received the highest attainable award. Its growing popularity has forced changes in headquarters. First, in 1860, from 405 Broadway to No. 1 Union Square, corner of Fourteenth Street, then in 1887 to 29 Murray Street; next to 26 College Place, to be crowded out to 43 Park Place and from that to 392 Canal Street, where the capacity of the warehouse was soon outgrown and a move made to one of the finest edifices in America. The building at 241 West Street, corner of Hubert, is used exclusively for Lea & Perrins' Sauce and is a great structure, 100 x 80 feet, with 80,000 square feet of space. It is nine stories in



One of the Most Vital Points

¶ Do you realize that you can't possibly hold your business unless you sell good butter?

¶ That may never have occurred to you, but it's a fact. The reason butter is so important is that so much of it is used, it's so easy to get bad butter, and people are more particular about it than about anything else.

¶ If you feature **GURNSE** butter, you may lose business from other causes, but you will never lose it from bad butter. **GURNSE** is the finest, freshest butter possible to make in the cleanest dairy we know of. We make **GURNSE** butter, and we pack it, and we therefore know all about it. We offer it to you knowing it will not only protect, but advance your business.

¶ Wrapped in a brine-dipped parchment and packed in a sealed carton.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—33 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 SOUTH FRONT STREET
PHILADELPHIA, PA.



The Little Red Ribbon That Catches the Flies

is called **Flinomore**, and if you'll use it, show it and sell it, it will make you 100 per cent. profit.

Will that pay you for giving room to something that sells itself?

Flinomore unwinds from a spool, and is 1½ inches wide by about a yard and a quarter long.

It is coated with a preparation to which a fly sticketh closer than a brother.

Price to you, \$3 60 per gross. Retail price, 5 cents.

B. WILMSEN, 212 Ionic St., Phila.

THE BEST PROPOSITION

In the line of a High Grade Coffee packed in tins is

Hotel Astor Coffee

The price looks mighty attractive just at this time, and our way of helping you to get the Coffee started proves to "Thinkers" that we consider the interests of the trade as well as our own.

If there ever was a time when High Grade Coffees should be sold it's now. We can help you to double your trade. Ask us how. "Be Curious."

WRITE THE RIGHT HOUSE

B. FISCHER & CO., 190 Franklin St., New York
IMPORTERS AND TRADERS

Booklet—"Fifty Years' Progress"—tells you about us

Published every
Monday.

Grocery World

Circulates in every
State of the Union
and Canada.

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL LII.

PHILADELPHIA, NEW YORK AND PITTSBURG, July 24, 1911

No. 4.

Grocery World AND General Merchant

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AT

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Telephone, 3168 Broad.

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825 Lewis Building.
and A. Phone, 4731-M. Bell Phone, 1804 Grant.

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Manager Circulation and Prices-Current.

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Canned Goods Look High for Fall and Winter

Bad Weather Causes Short Crops and Reduced Packs of Almost All Staple Lines. Tomatoes, Corn, Peas, Strawberries, Spinach, Cherries and California Canned Goods All Much Above Normal. Peas About Twice Former Prices.

The situation in the leading staple canned goods as the result of the unusual weather, followed by damaged crops and short packs, is beginning to attract the attention of the trade all over the United States. In a nutshell, many lines of standard canned goods will begin the coming fall higher than for many seasons. In some lines prices will be almost unprecedented.

The naming of new prices on the 1911 pack of California canned goods is reported in another column. The figures are all much above not only last year, but the year before. At the same time, tested by what could be considered ordinary conditions, they are not so far from normal as they would appear. A few years ago prices were even higher.

In spite of all this, the prices of California canned goods during the coming fall and winter will be relatively high. The cause is shortage of fruit. The peach pack is not expected to amount to more than 60 per cent. of normal, and cherries are short also. Apricots are probably the shortest of all—the pack is expected to be less than 50 per cent.

One of the firmest articles in the canned goods line is spot tomatoes, whose condition has been reported from week to week in the market report. At the present writing No. 3 Maryland tomatoes, in a large way at the factory, are quoted at 90 to 92½ to 95 cents—whatever the owner can get for them. This is 20 cents above a year ago, and is due to the small available supply, aggravated by the fact that there will still be some weeks of good demand.

The situation as to the new pack is also responsible in part for the strength of spot tomatoes. The tomato crop situation is very spotty. Where the fields are in good shape, "they are very, very good, and where they are bad they are horrid." Future tomatoes are held at 85 cents f. o. b. in

a large way at the present writing—15 cents above a year ago. What the pack will be depends on the weather and the time fall sets in. There may be a fair pack yet, but some authorities say the Eastern section won't produce over 50 per cent. The West appears to be in bad shape also, for the buyers out there are buying heavily in the East.

The corn pack outlook is fair, but packers are feeling firm and many of them will sell no more corn for future delivery. The spot stock is light. Prices show about the same advance over last year that they showed at the opening—5 cents a dozen.

Peas, owing to sharp scarcity, are exceedingly high. Practically the cheapest peas available to-day are worth \$1.10 in a large way. The same grade has sold at 60 cents without being considered extraordinarily cheap. There is no hope for peas—the pack is practically over in all sections, and in Europe it is said to be short also. There are a few 1910 peas left, but the prices asked for them are high. This year's pack will not exceed 60 to 75 per cent. of last year, which means around 3,000,000 cases, as against 5,000,000 in 1910. Three million cases is less than the normal consumption of over 4,000,000.

Canned strawberries are also very high by reason of scarcity. The pack is over and is known to be short. The grade selling usually for \$1.25 to \$1.30 per dozen in a large way now commands \$1.60. Maryland and nearby points didn't pack half what they usually do, though New York State had a fair pack.

Spinach is another high-priced product. New York State brands are commanding about the same price as usual—\$1.35 per dozen in a large way, but Maryland spinach that usually sells at 85 to 90 cents is to-day worth \$1.15.

Beets are also exceedingly strong, though no special advance in price has occurred, because

there is nothing to sell. In this section there will be about half a crop, with more large-sized beets than small.

Pitted cherries in syrup are about 10 per cent. above normal. No. 2 are worth \$1.80 to-day in a large way, as against a normal price of \$1.60.

Would Lower Sugar Duty Reduce Sugar to Consumers?

F. C. Lowry, of the Federal Refinery, Tells Congressional Committee So, But Admits that When Duty Was Lower Retail Price Was Not Correspondingly Less.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 20, 1911.

Mr. F. C. Lowry, of the Federal Sugar Refining Co., who has been booming free sugar through this and other journals, was a witness before the House Sugar Investigating Committee during the week.

The theme of Mr. Lowry's testimony was that a reduction or elimination of the duty on sugar would lower the price to the consumer. Several members of the committee confronted him with facts and figures of other times when the tariff on sugar was much reduced, but when sugar was not materially lower to the consumer. Mr. Lowry was compelled to admit this, but did not explain it in any way which seemed to convince the committee.

Mr. Lowry also told the committee that the beet sugar companies in Michigan and California add the amount of the freight rates from New York to their prices, though their products do not travel any appreciable distance, cutting off just a point or two in order to keep out competition from the East.

The investigation has been very tame during the last few days, but little being elicited. The cane sugar interests of the United States are making a hard press on the committee to convince them that the reduction of the duty would destroy the sugar cane business of the country.

On Tuesday, ex-president Washington B. Thomas, of the American Sugar Refining Co., testified and reiterated what previous witnesses had said about

H. O. Havemeyer ruling the Sugar Trust with a rod of iron. Mr. Thomas denied all knowledge of any agreement among the refiners to limit the output of sugar and fix its price, and referred to the different fights among the various refiners as having ended because the parties got tired of losing money. His testimony regarding the Trust's relations with Arbuckle Bros. was as follows:—

"What was the cause of the sugar war between Arbuckle and the American Sugar Refining Co.?"

"Arbuckle wanted a discount on the sugar he purchased and Havemeyer would not give it. Arbuckle put up a sugar refinery and we started in the coffee business in Toledo (the Woolson Spice Co.). The war was on, and it was a merry one."

"What brought it to an end?"

"I guess they got tired of losing money."

"Did Arbuckle and Havemeyer have a conference just before the war was ended?"

"Yes, and we went out of the coffee business."

"And Arbuckle has been following your sugar prices since?"

"Yes; he makes his prices the same as ours."

Before Mr. Thomas' testimony ended the chairman of the House Committee appointed a sub-committee to examine all the books and records of the American Sugar Refining Co. and visit all its refineries if necessary.

An important admission made by Mr. Thomas was that American refiners could make sugar in this country about as cheaply as anywhere in the world. Mr. Thomas thought it was only the tariff that made sugar higher here than in England.

Mr. Thomas told of some of the very large salaries paid officers and lawyers in the past, but said all that passed with the ending of the H. O. Havemeyer regime. He denied that the Trust meant to control the industry, and said that they only made less than 50 per cent. of the total output.

Representative Raker read from the minutes of the Board of Directors for the meeting of August 26, 1891, a passage saying that the "president reports that because of the decreased consumption of refined sugars it might be necessary to reduce the output so as to maintain the price."

Mr. Raker asked Mr. Thomas if the company had ever changed that policy. Mr. Thomas said he never knew that that had been the policy of the company, and would not answer the question otherwise.

HOLT.



This is the new Show Case package that makes it easy for you to sell candy.

It is a remarkably attractive display, and keeps your stock in a space 2 feet by 1½ feet on the end of one of your counters.

It has an extra-thick glass top, metal-edged, with double hinge. Take the wooden lid off and your display is ready.

Grocers all over the country are netting big profits on this new proposition. It will make your candy trade one of the best paying features of your business.

Here's the proposition:

50 pounds of candy brings	-	-	-	\$7.50
Candy with Show Case costs	-	-	-	5.00
Your profit is	-	-	-	\$2.50

And the Show Case belongs to you. Refills cost 8 cents a pound, and you sell them at 15 cents. Your profit is 87½ per cent., and there is no limit to the sales you can make.

Order to-day, or write for full particulars.



Novelty Candy Company

726-727 Singer Building, New York

JERSEY CITY, N. J.
PITTSBURG, PA.

CHICAGO, ILL.
MEMPHIS, TENN.



The New York Letter

Comment Over the Wiley Case Mostly Favorable to the Chemist.

New Lemon Inspection Displeases Importers. High Ice Prices Subject of Criminal Investigation. The Ordinance Requiring Certain Sized Produce Barrels to be Enforced. Exposing Fruit on Sidewalk Not Against the Law. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, July 20, 1911.

Dr. Harvey W. Wiley in his present controversy with the Government is finding many champions in the grocery trade. Both wholesalers and retailers, as well as manufacturers in the city, are loud in their praise of the administrator of the pure food law. While he was severely criticised at times for his methods of interpreting and enforcing the law, now that there is a possibility of his being forced to relinquish his task, the trade is almost a unit in defending him. One of the wholesalers said yesterday that the resignation or dismissal of Dr. Wiley would be a national calamity and would be looked upon as such by the consumers.

None of the dealers cared to talk on the specific charges which have been made against Dr. Wiley, but they generally believe that in view of the great work which he has accomplished a technicality such as the one on which the charges seem to be based would hardly be brought up against him unless large financial interests were interested in getting rid of him.

The fact that a continual attack has been made upon Dr. Wiley since he first started out to secure pure food for the people was brought up by dealers. Only a few weeks ago, it is remembered, a journalistic campaign against the expert was started by a company which could be identified only by a mail box in the New York post-office.

"There are men in the liquor, benzoate and patent medicine lines," said Alfred W. McCann, of Francis H. Leggett & Co., "whom Dr. Wiley has antagonized and who have decided to have him removed from his post at all costs. But I do not think that they will succeed, as any attempt to restore the rotten conditions which Dr. Wiley has sought to cure will cer-

tainly be resented in all parts of the country."

The new regulations for examining cargoes of lemons which went into effect two weeks ago are proving very unsatisfactory to the lemon importers. The examination under the new regulations is slow and because of the close inspection too great a proportion of the fruit is damaged to suit the importers. Many of the dealers are not taking advantage of rebates on duties because of decayed fruit, as they claim that the allowance given them by the Government does not offset the damage done by the inspectors in examining the lemons.

Collector Loeb, in answer to the many complaints he has received, said that the new method is the only fair one and that as soon as the Government inspectors become accustomed to it things will run along smoothly.

Under the new regulations only a small number of boxes of fruit are examined as samples, just as when the old system was in effect; but when the importer files a protest, seeking an allowance in duty for the rot, then customs inspectors are assigned to examine each lemon in the sample boxes. As in many cases the tissue paper must be removed to show signs of decay, the work goes on very slowly, one inspector not being able to handle more than twenty boxes a day. This delays shipments and is most unsatisfactory.

Besides the loss of time, when the boxes are unpacked, it means a great reduction in their value. As a rule, importers say, the sample boxes have to be sold at about one-third of their original value.

A fire on the Brooklyn waterfront this week completely gutted a five-story brick building containing a macaroni factory and a dried fruit warehouse. Cool work on the part of foremen saved the lives of the employees, as over

two hundred girls were working in the building at the time the fire started. The total loss was figured at \$225,000. P. Dausa & Co., macaroni manufacturers, lost \$15,000 and the Van Hoven Mercantile Co., dealers in dried fruits, lost \$10,000. Both were insured.

Two employees of the American Sugar Refining Co. were brought to the Manhattan Avenue Police Court in Brooklyn this week, charged with obstructing the entrance to Newtown Creek by allowing large numbers of canal boats to anchor there. For many months business interests along the creek have been complaining that the entrance to the water way was blocked by the canal boats. The docks at this point are owned by the sugar company and a fee is collected by them for all boats anchoring at their docks. The law provides that only one boat shall be moored alongside of each of these docks, but of late it has not been enforced. The police this week arrested John B. Raubert, the overseer of the docks for the company, and George Bischoff, the company's superintendent of properties. The case was adjourned.

During the past week the District Attorney and the police have been investigating the alleged holding up of ice by the Trust. The police claim that they have proof that the Trust has cut down its supply of barges which bring the ice to the city and in other ways is doing what it can to raise the prices. The big company claims that it has not cut down its force of barges and that the price has not been raised. The daily press is paying considerable attention to the matter, one of them printing a photograph of a receipt for ice signed by the company at an advanced price. The Trust has used the newspapers in its defense, inserting large advertisements in trying to prove that it does not control the ice supply of the city.

The police and District Attorney, however, have secured enough evidence to lay the matter before the Grand Jury and it is possible that this body will consider the question next week.

Produce dealers throughout the city received a warning this week

from Commissioner Walsh, of the Bureau of Weights and Measures, that, beginning August 1st, the ordinance relative to the size of barrels for potatoes, apples, pears and other fruits will be rigidly enforced. In previous years the officials have been quite lenient with reference to this ordinance. When a new agitation for full weights and measures began, about a year ago, the barrels used for such produce were inspected and the majority of them found to be under the legal size. The dealers were warned that they must bring their barrels up to the standard size, but the short barrels were in such general use that it was decided not to enforce the ordinance strictly. Now the officials believe all the farmers have had time to secure standard sized barrels, and so propose to enforce the law.

Magistrate Gilroy, in the Jamaica Police Court this week, decided that grocers and fruit dealers are not violating the law in exposing berries to the air outside their stores. Three grocers, Louis Cantoni, 363 Fulton street; Samuel Montu, 387 Fulton street, and Caspar Liviti, 3105 Jamaica avenue, were arrested by John Distler, of the Board of Health, and arraigned before the magistrate, charged with exposing foodstuffs to the air. When the magistrate heard that it was berries which the men were charged with exposing, he became indignant. "Don't you know that berries are always washed before being eaten," he said. "No crime has been committed here."

The case caused much comment among the grocers throughout the city, as the associations are trying to stop the exposure of all foodstuffs. One of the grocers said that while most people wash their berries, some do not, and that even though fruit is washed, dirt and germs are likely to remain on it. It is planned to bring the matter up at association meetings.

A petition in bankruptcy was filed Monday by Wilson Bros., who conducted a large retail grocery business at 675 and 955 Fulton street, Brooklyn. Until recently both stores were in a prosperous condition, but for the past couple of years their trade has dwindled down, owing to the ex-

tension of the business district of Brooklyn and the moving of families to suburban parts of the city. The construction of the subway has also driven many of the old customers away. The schedules show liabilities to be about \$4,000 and assets about \$10,000.

In the Congressional investigation of the Sugar Trust, now proceeding in the Federal building, evidence is being obtained in an effort to show that the Trust fixed prices of sugar as well as the prices to be paid for beets. Much of the evidence on this subject seems to establish as a fact that some control was exercised and further details as to the extent of the control are now awaited.

The S. Cushman's Sons were incorporated this week to manufacture food products, with an authorized capital stock of \$200,000. The incorporators are L. A. Cushman and L. D. Zeek, New York; E. S. J. Taylor, East Orange, N. J.; E. Zeek and D. L. Zeek, Rutherford, N. J.

SUMMARIZED MARKET CONDITIONS.

The coffee market is considerably lower this week, the increasing receipts at primary points having forced prices downwards. Santos is in good demand and some large sales are being made. Mild coffees are dull, with prices about the same.

Dealers are making no efforts to force sales of tea, as they complain of lack of supplies. China, it is reported, has completed arrangements to ship to other markets and this means a shortage, it is said, of several million pounds. Black teas are in demand. Congous are firm.

Raw sugar is dull, buyers and sellers being far apart on prices. The variable cables from abroad make neither anxious to force trading.

Refined sugar is firm. Withdrawals this week are lighter; but as the country has been buying heavily, this was expected. Business is expected to continue satisfactory, however, as a good preserving demand is anticipated.

There has been a better demand for rice this week. Japans of fine quality are in good demand. Prices are naturally firm, as the supply is decreasing.

Offerings of both spot and future canned vegetables are light and business is quiet. The favorable weather reports have given buyers hope of a full crop and so they are willing to hold off. Holders, however, are not pressing sales, but are holding out for full prices. Some orders have come from the Middle West for Maryland canned tomatoes. There is a good inquiry for future deliveries of corn, but packers are not anxious to close out. A good portion of the new crop has already been sold, so the packers are willing to hold the rest for a time. The market for string beans continues active, with prices tending upwards.

An active demand for California canned fruits is reported this week. Peaches and cherries are attracting the most attention and it is likely that prices will advance. Apricots and plums are almost neglected.

The quality of the receipts of butter continues poor. The warm weather in the producing sections has caused dealers much trouble. At present it is difficult to find a lot which does not in some way show the effects of the heat. The demand continues moderate, but the high grades are firm in price. Lower grades are selling at slightly lower prices.

The large bulk of the eggs coming here are still defective and are being pressed into sale at nominal prices. Some lots are showing up better, however, and for these full prices are asked. The demand is light, except for high grade nearby eggs. Further movement into storage is reported, the best grades selling at 21 cents.

FRED. A. MCGILL.

Georgia peaches are about done, and show about 50 cents advance. Even higher prices are expected. A few nearby peaches are coming in at \$1.25 to \$1.50 per small basket, but they are not worth it.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

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Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

NORWAY MACKEREL

No. 2 Fancy White Fat Fall-caught Fish—

240 to 260 fish	per bbl.,	\$19.00
1/2-bbls. (100 lbs.)	per 1/2-bbl.,	10.00
1/4-bbls. (50-lb. blue-painted tubs)	per 1/4-bbl.,	5.10

No. 3 Fancy White Fat Fall-caught Fish—

330 to 350 fish	per bbl.,	\$15.00
1/2-bbls. (100 lbs.)	per 1/2-bbl.,	8.00
1/4-bbls. (50-lb. blue-painted tubs)	per 1/4-bbl.,	4.10

No. 4 Fancy White Fat Fall-caught Fish—

420 to 440 fish	per bbl.,	\$12.75
1/2-bbls. (100 lbs.)	per 1/2-bbl.,	6.88
1/4-bbls. (50-lb. blue-painted tubs)	per 1/4-bbl.,	3.54

Count and Weight Guaranteed

QUALITY positively the best on the market

Norway Mackerel are a very seasonable and saleable article just now, and the above are under market prices on fancy stock.

If you are not dealing with us give us a trial order, we can serve you satisfactorily and save you money.

The above prices good for week July 24th to 29th, inclusive

WRITE FOR THE "CASH GROCER," CONTAINING PRICES ON A FULL LINE OF STAPLE AND FANCY GROCERIES ::

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

The attempt to oust Dr. H. W. Wiley, chief Government chemist, from the Department of Agriculture has aroused deep attention over the whole United States. For years Dr. Wiley has been a commanding figure in Federal pure food affairs, and during the first few years of the Federal food law of 1906 he was the chief factor in its enforcement. Most if not all the original regulations and decisions were his, and the other officials in the department cut a very minor figure. Later friction arose between the doctor and his fellow-officials, many of his rules and decisions were reversed, and his ideas regarding principle and procedure were overthrown. During the last two years at least, Dr. Wiley has been more or less of a figurehead, being regularly opposed and outvoted by the other two members of the Federal Food and Drug Board, Dr. Dunlap and Solicitor McCabe.

The news has now become public that Dr. Wiley is to be forced entirely out of the Department, ostensibly because he employed private chemists at a larger compensation than the law allows. There is of course no charge of fraud, or of chicanery in any degree. The charge is more or less technical, and practically amounts to an accusation of violation of the Department rules.

Of course nobody believes that the Government heads would really ask Dr. Wiley to resign for any such reason as this. Important public officials, who have been in the public service so long,

and achieved such prominence as Dr. Wiley, are not displaced for any such cause. He might be corrected—he might even be reprimanded—but as for being discharged, no. Such a thing would never happen unless there was something else back of it, for every day the other Federal Departments, notably the Attorney-General's Department, are employing outside assistants at enormous fees.

What could be back of it? The writer doesn't take much stock in the cry that special interests are. This is a bad year for special interests to become active, and the special interests realize that better than anybody else and would not dare move in such a delicate matter. Probably the cause is simply the personal dislike of the other people in the Department. Dr. Wiley has been much courted and quoted, and has not been modest in the expression of his own views. The chance is that his fellow-officials dislike him and want him out.

To eliminate Dr. Wiley from the Department of Agriculture would be in the writer's judgment a serious mistake. In a sense he has been a disturber, and some of the positions he has taken on matters vitally affecting legitimate business have been—in the writer's opinion—wholly unjustified. But withal he has been a strong and useful check on what might easily have become license. A man admittedly incorruptible, he has with all his believed idiosyncrasies been far easier to endure than a more complaisant and perhaps less scrupulous official.

The writer predicts that Dr. Wiley will not resign from the Department of Agriculture; in fact, will not be asked to.

There is at last evidence that love and the grocery business don't mix, at least, not in office hours. Read the following news dispatch from Scranton, Pa.:—

Love and the Grocery Business.

Scranton, Pa., July 18th.

Inattention to business, resulting from worry over the failure of Carl Gantz to make good his promise of marriage, has seriously affected the finances of Miss Pearl Coleman, according to allegations in her breach of promise suit begun here to-day.

Miss Coleman is a shrewd business woman, having built up a profitable trade in a grocery, and she enjoyed a good income when Gantz paid court to her. But prospects of leaving spinsterhood for wedded bliss caused her to neglect her customers, according to the complaint, and they began purchasing onions and strawberries elsewhere.

Now the receipts of the business are hardly sufficient to pay the rent, and with Gantz determined not to lead her to the altar, she says, the outlook is anything but promising. Then, too, the near-bride has invested in a trousseau and she regards the money thus spent as a complete loss.

To reimburse her for her expenses and loss of profits Miss Coleman wants \$400 from Gantz, but she demands no heart balm. She enumerates her losses in the following list:—

Loss of profits from business	\$200
New hat for wedding . . .	25
New gown for wedding . . .	50
Lingerie for wedding	50
Social events	25
Miscellaneous expenses . . .	50

She asks that a capias be issued for Carl and that he be held in bail.

Only another proof that when the little god cupid beckons, everything must give way, even a good grocery business.

Of course Miss Pearl Coleman cannot possibly recover for her lost business—there was nothing in her recreant swain's dereliction to cause her to so neglect her own interests. The incident is good for a moral, however—that business hours are made for business.

The "Grocery World and General Merchant" doesn't believe in consuming space

Guide, Philosopher and Friend.

which subscribers pay to have interestingly, filled,

in making blatant boasts of its own attractions. In spite of this, an incident is at hand to which it proposes to point with pride.

Read the following letter:—

Watkins, N. Y., July 19, 1911.

To the Editor.

Dear Sir:—I would like to know if the firm of _____, cider and vinegar company, of _____, has the reputation of putting out vinegar which is up to the requirements of the law, and do you think I would be safe in buying a few barrels, which will be billed as pure cider vinegar?

Yours very truly,
* * *

The point is that this letter supplies some gratifying proof that the aim which this journal long ago set before its face, that of being to its subscribers guide, philosopher and friend, has been in some measure attained. Letters of the above type are not unusual; they are constantly received in this office on all sorts of subjects. We interpret them to mean that the "Grocery World and General Merchant" has won its subscribers' confidence, not only confidence in its ability to help them, but confidence in its anxiety to do so.

ASSOCIATION NEWS

Washington, D. C.

There is every indication that the grocers of Washington will have the most notable food show in their history this fall at Convention Hall. It will be held November 4th to 18th, two weeks, under the auspices of the Retail Grocers' Protective Association, and is the fourth national food and industrial show to be held by that body.

Perry P. Patrick, secretary of the grocers' association, has the active management of the exhibition and he reports that space in the show has been going rapidly. One of the latest to "sign up" is the H. J. Heinz Co., of Pittsburg. The Heinz display will probably be one of the largest in the exhibition, being situated in the very center of the great convention hall. This hall is a block long, situated in the center of the city of Washington, and has the same

unbroken exhibition space as Madison Square Garden, New York.

Contracts have been let to prominent New York decorating and illuminating firms, to the end that a wonderful setting may be had for the displays of goods. Valuable prizes will be given away each night of the show. Band concerts will be had both afternoon and evenings.

Secretary-Manager Patrick has ordered 200,000 part-pay tickets

for distribution by the grocers of Washington. Each and every member of the association is declared to be taking the liveliest interest in the success of the enterprise, and there is every reason to expect that the affair, like its three predecessors, will be a wonderful success.

Watermelons are coming from Georgia and South Carolina, and range from 20 to 40 cents each. The demand is fair.

No Decision in Wiley Case Yet

atter Still Under Investigation. Wiley Files Answer to Charges. His New York Aid Dismissed for Opposing the Department as to Benzoate. Nobody Expects Wiley's Discharge. Resolutions Come in Supporting Him.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 20, 1911.

The Wiley affair continues to be the talk of official circles here. Nothing of moment has transpired in the case during the week, though the newspapers have published a great amount of gossip about it. The dismissal of Dr. Wiley is still under consideration and investigation. I am advised that it has been before the Cabinet at least once during the week, and that an answer filed by Dr. Wiley to the charges against him has been presented. There is considerable talk that the President names Secretary of Agriculture Wilson for much of the unpleasant comment which has gone over the country, which the President is quoted as saying all came from

friction in the Department of Agriculture which the Secretary should have quelled.

Nobody I have talked with has the slightest idea that Dr. Wiley will be discharged. It is expected that after the investigation is over he will be mildly reprimanded for employing some of the chemical experts he has employed. It has developed that considerable of the friction has been over this employment of experts, particularly as to the price to be paid for their services. One feature of this was the refusal by the other members of the Federal Food and Drug Board to pay certain of Dr. Wiley's experts the sum the latter had agreed to pay.

Another feature of the imbroglio is the discharge of Floyd W. Robinson, who has been one of Dr. Wiley's chemical aids in New

York City. He was formerly chemist to the Michigan Dairy and Food Department. Mr. Robinson has always been opposed to benzoate of soda, and his discharge was for insubordination, in refusing to pass goods containing it, as he was directed to do under the Department ruling concerning benzoate. This also will be investigated with the balance of the Wiley matter.

Meanwhile resolutions supporting Dr. Wiley and condemning the attempt to oust him are coming in from various sources. The Central Labor Union adopted strong resolutions stating that Dr. Wiley's retirement would be "a public calamity." Another set of resolutions also came in from the pharmaceutical societies of Pennsylvania and Philadelphia. They testify to the confidence of the drug trade in Dr. Wiley and "earnestly deplore any movement which would cause Dr. Wiley to retire at this time."

HOLT.

Lima beans from nearby points range from \$2 to \$2.25 per basket, which is high compared with a

year ago, when the range was \$1.25 to \$1.50. The demand is fair.

"Royal" Coffee Mill Wins.

The United States Circuit Court for the Northern District of the State of Ohio, Western Division, has issued a decree that the bill of complaint of the A. J. Deer Co., Hornell, N. Y., be sustained as to the infringement of the patents affecting certain cutting discs in coffee mills manufactured by it and infringed upon by B. C. Holwick, of Canton, Ohio. Mr. Holwick manufactured a mill fitted with cutting plates, which the Deer Co. claimed infringed on patents issued to Frank Bartz, dated March 29, 1910, and owned by the A. J. Deer Co.

The A. J. Deer Co. brought suit against the Bour Co., of Toledo, last summer, alleging that the Bour Co. was handling and dealing in coffee mills equipped with infringing cutters. These mills were manufactured for the Bour Co. by B. C. Holwick, who assumed the management and control of the defense and paid the necessary expenses.

When the cause came on to be heard, and the above facts were recited to the court, the judge ordered that the Bour Co. and B. C. Holwick be enjoined and restrained perpetually from further infringing the letters patent owned by the A. J. Deer Co. and from making or selling the coffee mill with the cutting plates complained of or any cutting plates substantially like them.

The settlement of this suit marks the termination of the first case of infringement that the Deer Co. has brought to protect the patents covering its Royal electric coffee mills. The Deer Co. announces that it is its intention to similarly prosecute all other infringers of its coffee mill and meat chopper patents.

Dandelion Brand Profits

The profits from Dandelion Brand Butter Color are steady, sure profits.

You never have to push Dandelion Brand. *It sells itself.*

More than 90% of the buttermakers in the country use it—and *it only.*

Dandelion Brand



Butter Color

gives the true June shade. It never turns rancid.

Stock up with this staple *now.*

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.

Manufacturers of Dandelion Brand Butter Color



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Reliable Collection Agency.

Northview, Mo., July 15, 1911.
To the Editor.

Dear Sir:—Please send me name and address of some reliable collection agency. Thanking you in advance.

Yours truly,
PAMPLIN & GREGORY.

We don't know of any.

Florida Has Important New Food Law.

Jacksonville, Fla., July 17, 1911.
To the Editor.

Dear Sir:—No doubt you have been informed of the recent law passed by the Legislature of the State of Florida in reference to certain measures of the pure food law that goes into effect August 3, 1911. This covers principally the weights and measures clause, which calls for the net weight of the contents of the package to be shown legibly, conspicuously and prominently on the face of the label of the package; also the rigid enforcement of that portion of the law in reference to the non-use of preservatives, especially benzoate of soda.

We believe, of course, that we will be allowed a reasonable length of time to dispose of the present stock on hand and those contracted for that complied strictly with the law prior to the date of August 3d.

If you desire, we can furnish you with a copy of this law in order that possibly more of the manufacturers who read the columns of your journal might be notified of such law.

If we can favor you with any further information we will be pleased to do so.

Yours very truly,
BAKER & HOLMES Co.,
H. C. Vanhorn.

This journal wrote for a copy of the new Florida act and duly received it. It is notable in two ways: First, the eighth clause of Section 4 provides that food products shall be considered adulterated if they contain "any chemical preservative, or anti-ferment, such as formaldehyde, salicylic acid or salicylates, boric acid or borates, benzoic acid or benzoates, or fluorides; or if it contains any arti-

ficial sweetener such as saccharine, dulcin or glucin.

In the prohibition against benzoate of soda and saccharine the act is in conflict with the Federal Government, and, as to benzoate, at variance with all the States except a very few. As to saccharine, it is barred at once under the new law, which under its strict terms becomes operative immediately. The Federal Government has also barred saccharine, but the order does not take effect until January 1, 1912.

From now on, therefore, all goods shipped into Florida which contain benzoate of soda or saccharine will be illegal if sold out of the original package.

Warning—Look Out for Fake Soap Salesman!

Philadelphia, Pa., July 20, 1911.
To the Editor.

Dear Sir:—About the 15th inst. Fels & Co. were informed that a man representing himself as a salesman or agent was soliciting orders for Fels-Naptha soap in Hazleton, Pa. As Fels & Co. had no agent thereabouts, the local trade were so notified.

It developed later that probably the same person was working in Scranton, Pittston, Shamokin, Mt. Carmel, and a number of other towns in that section of Pennsylvania.

On the 20th inst. Fels & Co. were notified by the First National Bank of Darby, Pa., that one J. F. Reagan had cashed checks drawn on their bank, \$30 at Scranton, \$30 at Hazleton, and \$25 at Fox Chase, Philadelphia.

Retail grocers should be on the look out for a visit from this fake salesman and at once notify the police department, giving the officials full particulars, description, etc.

The description of the man given from Hazleton was about 5 foot 10 inches in height, wore a blue suit of rather soiled appearance, deep set and sunken eyes, thin, straight nose slightly colored and stiff straw hat.

On July 20th Fels & Co. were also notified that Shiner, Roth & Weidenbach had cashed a check

for \$30 for a person presumably the same imposter.

Respectfully,
FELS & Co.

PERSONAL.

William B. Harris, of the William B. Harris Co., of New York,

has been reappointed coffee expert to the United States Government. The appointment takes effect from July 1st.

New crop apples range from 40 cents to \$1 per basket. The demand is fair.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Being a Gentleman is about the freest thing going. You can't buy the quality if you try. Doesn't require any talent. You can't get the secret out of a book—even though it were a secret. If you really wish to be rated a gentleman you should treat the other party just as you would like him or her to treat you. If your conversation is mixed with profanity you are still out of the gentleman class. You think it sounds smart, but the person who is listening to you may conclude that a high school course in English would make your company more agreeable. You are shy on words.

A gentleman back of a counter is a wholesome thing. A gentleman at all times is a blessed thing. Start in. You will enjoy it.

A Few Suggestions On How To Approach People On Different Things.

Here is a laundry soap that isn't advertised very much and it has been laying around this store for nearly two years. It feels as hard as a brick bat and will stand twice the rubbing of a new soap. I will sell a dozen bars for 50 cents.

We have that milk in now that is advertised so much in the magazines (there it is). It keeps much longer than fresh milk and they say it's fine for puddings, muffins, custards and such like and is really the best for coffee or tea. Three of these tall cans this week for 25 cents.

We have some very nice grapefruit in the vegetable cooler that we bought for our special trade. It is a scarce article as you know

just now, yet we are selling it for 15 cents.

May I include in your order one of these bottles of olives? Notice if you please the size of the fruit and how entirely free from dark specks. Thirty-five cents. Thank you.

Mrs. Smith, I neglected asking you how you liked that Ceylon blend of tea I sold you for icing

By the way, we have some more of that sharp cheese your husband likes. Why not let me send five or six pounds this time. I think it is even richer than the last. Five pounds? Thank you.

I want you to sample this meat loaf if you please. It is made by the Burk people. It is a very delicate thing, most excellent for a cold lunch, and makes a splendid sandwich. We slice it very thin on our machine for 28 cents per pound.

A Matter of Approach.—The above suggestions are intended to suggest easy approach. Avoid that stiff, cold business formality—just as much as you should avoid going at a customer with hammer and tongs.

People warm up to the salesman who is natural. It is a great deal better to say, "I have a couple dozen fresh eggs in the box. Do you want them?" than to remark, "Any eggs wanted."

Read this stuff over again so you will catch the drift of it. It is really very important for you boys to study the art of approaching a person.

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in *TEN* Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

Over 200 Rebuilt Cars Here

Every One Has Been Put in Perfect Order

Here's a splendid chance to get the make you've set your heart on. Because it has been used, you'll get it at a big discount. Have it torn down for your inspection, and

PAY MONTHLY WHILE YOU'RE USING IT

Our five-months' guarantee and your delayed payments are all the protection you could wish. Come in and look over our stock—no obligation to buy.

Car Owners: Your car put in order without cost to you. Cash for you when it is sold—no matter if the customer buys on time.

Cars Altered Into Delivery Wagons

We use your old body or build you a new one from \$25 to \$50.

Penn Square Automobile Co.

J. F. BROWN, Proprietor

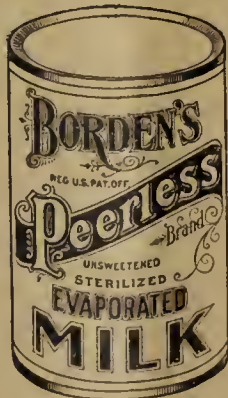
1420-22-24-26-28 South Penn Square, 100 Yards South of Broad St. Station

Kill That Fly!

The fly is not only a nuisance, but it is a real menace to life and health. In the Grocery Store it is the destroyer of all food products. Electric Lights and Electric Fans, in combination with screened windows and doors, will minimize the fly nuisance. For electricity rates consult

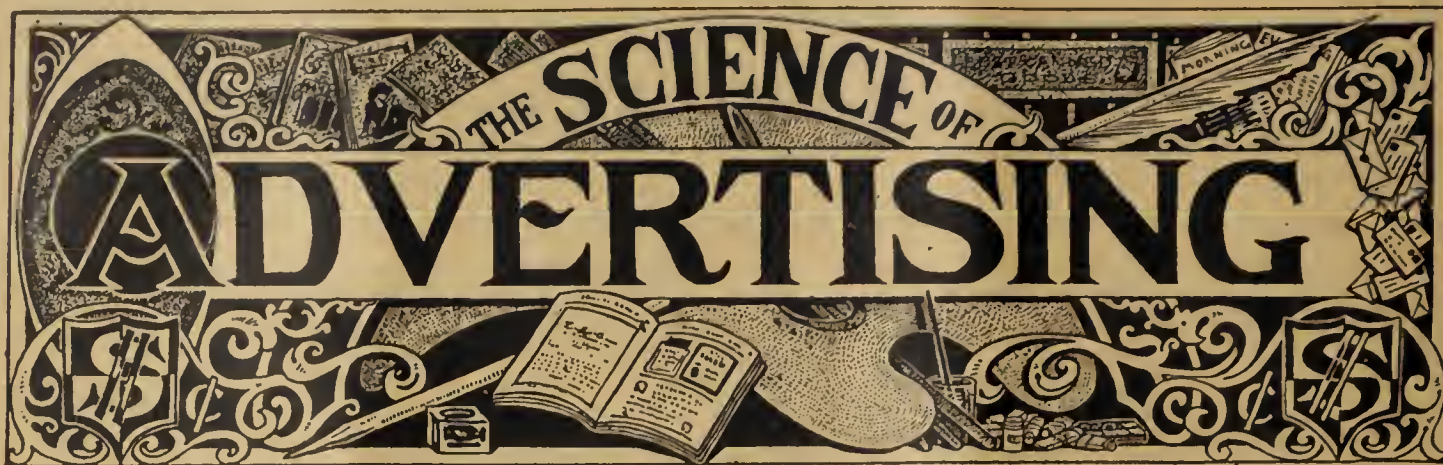
The Philadelphia
Electric Company
TENTH AND CHESTNUT STS.

**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



**Makes your
Customers
Satisfied**

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality"
Est. 1857. New York



Hensel, Pa., July 10, 1911.
Editor "Science of Advertising."

Dear Sir:—Inclosed please find check for subscription for one year. We find your paper very helpful. Inclosed we are sending you a circular that we had printed last Christmas. We mailed to all the families of the surrounding country and it brought us a large Christmas trade. We advertise each week in our local paper, but thought we could put these where the paper did not reach. Please tell us what you think of it.

Yours truly,

J. W. McSPARRAN.

The circular inclosed with this was a small affair, measuring 5 3/4 x 9 inches. Here is the reproduction, reduced probably one-third:

WE INVITE YOU TO OUR
STORE TO INSPECT OUR

Large Line of

CHRISTMAS

GOODS

Here Are a Few Hints For Gifts

Imported China, 25c to \$1.35 per piece, they are fine. Dolls, Balls, Games of different kinds; Pictures, Albums, Toilet Cases, Hand Mirrors, Work Baskets, Neck Ties, Handkerchiefs, Suspenders, Knives, Purses, Post Cards, Books, Xmas Tags, Pianos, Sleds, Box Paper, 10 to 75c; Rugs, Lamps, Toys of all kinds, etc., etc.

Candies, Nuts, Oranges and Bananas,
Oysters, Cranberries, and everything
that is good to eat. :: :: ::

WE HAVE THE LARGEST XMAS STOCK WE EVER HAD.
Come in and look over our line whether you buy or not.
We have a beautiful Calendar for every customer.

WE WISH YOU A MERRY XMAS.

J. W. McSPARRAN, **HENSEL, PA.**

If this circular got results it must have been because it was an announcement that Christmas goods were in. If that is so, of course a bare announcement to that effect would have done as well. As a matter of fact, I see nothing about this circular, con-

sidered as an advertisement, and not as an announcement, to bring results. The articles advertised in it are only briefly and generally described, and it seems as sure as anything can be that no appreciable direct returns could be expected from such advertising, unless, as stated, the people of Hensel regarded it as a signal that dinner was ready; in other words, that the new Christmas goods were in.

This circular is very well printed. Mr. McSparran has used

ers used, I have submitted this circular to an expert paper buyer and asked him to let me know what 1,000 sheets of Mr. McSparran's paper would cost, as well as the cost of 1,000 sheets of about the average poor quality. The result is as follows: 1,000 sheets of Mr. McSparran's paper, 41 cents; 1,000 sheets ordinary circular paper, 16 cents. Of course I can't show the relative qualities here, but the readers hereof will know about what I have in mind. This calculation shows that really good paper costs only 25 cents a thousand more for a circular 6 x 9 inches than really poor. To save a quarter and reduce the whole quality of your advertising from high grade to poor is certainly not very sensible economy.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

A Remarkable Success.

The largest factory for the manufacture of flavoring extracts in all of the South, and the best equipped and most up-to-date establishment of its kind in all the country, is located in Richmond, and its history is well worthy a long chapter in the Industrial Section. The C. F. Sauer Co., Incorporated, are the owners and operators of this establishment.

In the year 1887 they commenced business in a small way in a little two and a half story frame building at the corner of Seventeenth and Broad streets, and the business was to put up first-class flavoring extracts of all kinds for cooking and sweetening purposes. The products of the little factory soon became popular with housewives and restaurant keepers and ice cream parlor proprietors, and everybody else who use extracts in any way. The business was at first purely local, but in time, and very short time, the Sauer extracts

became popular beyond the borders of Richmond, and in order to supply the growing demand in all parts of Virginia, the company had to enlarge the plant within two years.

The first move was at Fourteenth and Main streets, where a much larger building was secured, and the members of the firm thought that in this large four-story building they were fixed for very many years to come. However, the business grew with rapid strides and was extended beyond the borders of Virginia to other States, until the Sauer flavors were known in more than half the States of the Union, and wherever known were popular, and retailers found them to be "fast sellers." In five years larger quarters and greater factory room became necessities, and this time the company bought the immense building which had once been used for a tobacco factory on Twenty-first street, between Main and Cary. The building was enlarged and remodeled and several additions made, among them complete office rooms. Here the company had more than double the former factory space, with office space in addition, and thought they were permanently fixed. Since then the firm have been obliged to enlarge again, and now have very large quarters at Broad and Meadow streets, Richmond. The plant is one of the finest in the world. It maintains its own box factory and bottle-making plant.

ECHOES.

I herewith enclose you check to renew my subscription to the "Grocery World and General Merchant." I do not want to miss a single copy as long as I am in the general store business. I like the paper and get some good ideas from it.—C. E. Sites, Chambersburg, Pa.

These trade-mark cross-cross lines on every package
GLUTEN FLOUR **DIET FOR**
Kidney and Liver Troubles, Rheumatism, Obesity
and ills arising from excess of Uric Acid
Rich in Protein. Ask your physician. Leading grocers.
For booklet or sample, write
FARWELL & RHINES, Watertown, N.Y., U.S.A.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

Miles Co. Out With New Limited Price Plan

Patent Medicine Company, Whose Case in the United States Supreme Court Recently Tore Holes in Every Limited Price Plan in Use, Now Have Another Scheme. A Modification of the Original Agency Plan. Both Jobbers and Retailers Become Merely Agents.

Readers hereof will remember that several weeks ago the United States Supreme Court handed down a decision that a limited price plan operated by the Miles Medicine Co. was invalid because it comprehended an attempt to fix the selling price of goods that did not belong to the fixer. As stated at the time, the decision was of immense importance, because it bore directly upon every limited price plan in use, whether the price of a food product or something else.

The Miles Co. has made another effort to devise a limited price plan, and is now out with a scheme which its attorneys have evidently advised it will hold water. It is an effort to use the suggestion contained in Justice Holmes' dissenting opinion—that if a manufacturer could appoint wholesale and retail dealers his agents, instead of selling his goods to them outright, he could control the selling price all along the line.

In the new Miles fixed price plan the title to the Miles preparations is held absolutely by the manufacturers until the sale is actually made to the consumer, the jobber and retailer merely acting as the agents of the Miles Co. If advance payments for goods consigned on each invoice are not made within thirty days from date of shipments, statements of sales must be made not later than the 10th of the month for the business of the month preceding, and the remittances to cover them should be for the invoice value of the goods less 25 per cent., which in this instance would be the retail agent's commission, or a net cost of \$9, \$4.50 and \$2.25 per dozen.

If, however, such advances are made, and are made within thirty days from date of consignment invoice, a discount of 33⅓ per cent. from the invoice price should be deducted as the local agent's commission, or a cost of \$8, \$4 and \$2 per dozen, and if these advances

are made within ten days from date of the invoice 1 per cent. additional may be deducted. If advances are made statements of monthly sales will not be demanded. The entire line is to be invoiced at regular retail prices for the sake of convenience.

The local agent is forbidden to

sell or transfer the Miles goods to any other dealer at any price, and his sales must be confined to consumers for actual use.

By using the term "advance payments for goods" the company evidently means to avoid the difficulty encountered before, viz., the court's ruling that when a dealer paid for the goods they were his. Instead of paying for them, the Miles Company will henceforth consider that the wholesale and retail dealers merely "make advance payments" when they remit the amount owed.

It remains to be seen whether the plan will hold water.

AMONG THE TRADE.

The Penn Beef Co., of 48 North Delaware avenue, is in business troubles and on Monday last the United States District Court appointed Arthur Spruance, of Wilmington, Del., and Arthur Plummer, of Philadelphia, receivers of the property in this State. The same persons had previously been appointed receivers in Delaware, where the concern was incorporated. The collapse was precipitated by an equity suit recently brought by Frank D. Ellis, former president and general manager, who swore the concern was fraudulent and that it defrauded him of \$24,000.

Important to Grocers and Dealers

A PERPETUAL INJUNCTION

has been issued by the U. S. Circuit Court,
Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO

and

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates like or similar to those used in

"Royal" Electric Coffee Mills

patents on which were granted to the A. J. Deer Co. M'ch 29, 1910

Infringers Take Notice!

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from \$75.00 up. If interested we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills

(The Mill that cuts the coffee.)

Meat Choppers, Drills, Meat Slicing Machines

Coffee Roasters

58 West Street, Hornell, N. Y., U. S. A.



CXII.—When a Compromise to Accept Part of a Debt in Full Settlement is Good and When Bad.

I have been asked by two correspondents to throw some light on the status of a creditor who accepts in full settlement of a claim a smaller sum than the entire debt. In order to make the point absolutely clear, I will cite a case which was brought to me only a week ago.

John Smith & Co., wholesale dealers, had a claim of \$850 against James Jones, a retail dealer, whose credit was stretched about to bursting point, and who had persistently hung back from the payment of Smith's and most other claims. As it subsequently appeared, this was done for a purpose.

Finally, when Smith & Co. had about decided to sue Jones, or, with other creditors, take bankruptcy proceedings against him, Jones made an offer to pay them \$300 in full settlement of his debt of \$850. The offer was accepted not only by Smith & Co., but by all the other creditors, to whom it was also made. After the whole thing was cleared up, it came out that a few days before he made the offer, Jones had received word that his father had died in the West and had left him a large sum of money. At the time he was offering his creditors less than 50 cents on the dollar, he was a comparatively rich man.

The question that arose with Smith & Co. is the question that this article is to discuss, viz., in such a case is the compromise agreement binding on Smith & Co., and are they prevented from going after their debtor for the balance?

The answer is that they are not prevented from going after the rest of the debt, except in certain cases which I will describe. If there was nothing in the case but an offer to pay a certain sum in settlement of an undisputed debt

for a much larger sum, the agreement, even if the money has been paid and the creditor has given a receipt in full, is worthless, and in spite of it the creditor can collect the entire balance of his claim.

Now the reason this is so, in the ordinary case, is this: Every agreement, to be binding, must have a legal consideration. It is not a legal consideration to do what one would be obliged to do anyway. The debtor would of course have been obliged to pay his debt, or any part of it, to his creditor; therefore the consideration for the agreement was no more than that he should do something he was obliged to do. That being so, there was no consideration at all in the eyes of the law. The agreement is not binding, the creditor having merely been paid a part of his own, and he can therefore go after the balance. The debtor can show his agreement and his receipt in full as often as he likes, but he won't last a moment after the court learns the facts of the case.

In these cases, however, the court leans a little to the side of the debtor, and if it can find anything bona fide in the case to constitute a valid consideration, it will hold the creditor to his arrangement and force him to be content with what he has.

Cases in which this is done constitute the exceptions to the above rule.

For instance, suppose the claim is a promissory note for \$1,000, payable in sixty days from January 1st. A week before the note comes due, the maker tells the payee he can't pay and offers \$750 in full settlement. The payee accepts, and one week before the note is due, that sum is paid. In this case the agreement is binding, and the creditor cannot collect the \$250 under any circum-

stances, because there was a legal consideration here—not the payment of the \$750, but *the payment of it before it was due*. This seems a slight consideration, and so it is, but the law adopts it more as a means of getting the debtor the benefit of his contract than from any other reason.

If the \$750 offer had been made and accepted on the day the note was due, however, the agreement would not have bound the creditor, and he could have collected the balance for the reasons set forth above.

Or, if on the day the note was due a friend of the maker's went to the payee, and said: "You hold A's note for \$1,000, which is due to-day. He can't pay it and he can't even pay something on it and renew it. If you will take \$750, however, and call it square, I will take the note up myself." If the creditor accepted, he would be done, so far as going after the balance is concerned, for here there would be consideration. The third party was under no obligation to pay A's debt at all, therefore, if he did pay it, he would be supplying a consideration which would make the agreement to take \$750 good.

Another exception is where the sum owed by the debtor is not a certain sum, and where a smaller sum is accepted in full payment. This is a very important distinction. For instance, A claims that B owes him \$1,500. B contends it is only \$1,000. If B offers to pay \$1,200 in full and A accepts it, he will have to be content with that, for in this case the agreement was the compromise of a disputed unliquidated account, that is, an account not for a certain sum. In this case, however, B must deny owing \$1,500 in good faith; if he simply trumps up the admission of the smaller sum in

order to give legality to the compromise, he will be thrown out of court very summarily.

Another way in which an agreement to accept part of a debt in full settlement of the whole will be legal and binding is when the creditor executes a paper under seal making a gift of the balance to the debtor, or releasing him from it.

Or, to go back to a principle discussed a while ago, if in making his part payment the debtor does it in any way which benefits the debtor more than the way he would ordinarily have done it in, the agreement is binding. For instance, if he pays it at a place more convenient to the creditor, or in a more convenient form, or trades in property of uncertain value, the contract will be binding.

Perhaps I should explain what I mean by trading in property, as cases very frequently arise under this phase of the law. Such a case recently arose in my own experience. A retail dealer owed his jobber \$2,500. The jobber was the largest creditor, and the debtor, being without sufficient funds, offered the jobber his entire stock of goods in settlement of the \$2,500 debt. He thought the stock would run about \$2,400, but admitted he wasn't sure. The jobber accepted and gave a receipt in full. When he took account of stock he found the stock was worth only \$1,800. He sued for the balance of his claim, but lost, as the court ruled that this was a valid contract, the part payment being made in another species of property from what it should have been made in, and property of uncertain value.

To put the whole principle of the exceptions in other and clearer words, if the court can find that the debtor, in making his part payment, did even a trifle more than he was obliged to do, it will hold the contract good, and the creditor can collect no more. As a late Pennsylvania case put it, if "the debtor does something which he is not under legal obligation to do, this constitutes a technical legal consideration."

(Copyright, July, 1911, by Elton J. Buckley.)

Question: F. J. Geneste, manager The Ivy Market, Baltimore, Md.—Please solve me the following difficulty: I cashed a couple

drafts for a wife on her husband, which were not honored. I sued and obtained judgment against the pair jointly, neither appearing at the trial.

Here is the difficulty:—

The husband's name is the same as his father's, and the former therefore affixes a "Jr." to his name.

I want to know whether the judgment can be executed against the son in the case where the judgment reads without the "Jr."? Moreover, since it was my attorney's fault that the papers were not drawn up properly, can he consistently require me to pay the costs of another proceeding before the magistrate in case this oversight of his should require another suit?

Answer.—The absence of the word "Jr." will not void your judgment. Both father and son have the name you have used for defendant, therefore, so far as the record of the case is concerned, you can issue execution against either. If you levied upon the father when you had really sued the son, however, he could stop you on the ground that the judgment was not against him but against his son. The court would then probably order the record amended by adding the word "Jr." If, however, you issued execution against the son, he could not stop you, for he was the actual defendant. Therefore the levy would be good.

If for any reason not appearing on your judgment should be bad for the want of "Jr.", and you should have to bring another action, your attorney—if he knew the facts, and was negligent—should pay the costs himself.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Potatoes are very high—80 cents a basket for nearby, as against 30 cents last year. Scarcity is the cause.



Good Profit on Good Goods

So far as we know, no grocer has ever complained at the profit he made on Rumford Baking Powders. They are regarded everywhere, we believe, as one of the few lines that have been let alone by cutters, and still pay the whole trade a satisfactory return.

Of course that gives any grocer great satisfaction in selling them, but he will get even more satisfaction when he reflects upon what sort of products Rumford Powders are. They are composed of phosphates, starch and soda, and they are therefore not only leaveners, but foods. The average baking powder is made only of chemicals.

Rumford Powders are also unique in this—they are baking powders that nobody has ever said anything bad about.

Rumford Chemical Works
Providence, R. I.



25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers	@ 1.50	\$.60	sell @ \$.03 \$1.20
50 5-in. "	2.50	1.25	".05 2.50
70 6-in. "	3.50	2.45	".06 4.20
50 7-in. "	5.00	2.50	".08 4.00
40 8-in. "	7.00	2.80	".10 4.00
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

DRY COLD BUTTER Refrigerator



SETS ON THE COUNTER

CAPACITY 100 LBS BUTTER

Has double-thick glass with air space between on four sides.

Size 24 x 24—42 high

Special Price, \$20.00

H. F. HEACOCK
51 N. Second St., Phila., Pa.

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL

SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



Pulling Out to Take Things Easy.

Say, take my advice, you fellows who are thinking of getting out and taking things easy in the grocery business—take your money out with you. Don't leave it in for somebody to soak up.

Don't it sound like a joke to talk about anybody in the grocery business "taking things easy?" By gravy, you may be able to take things, but you don't take 'em easy, that's sure.

I have an old friend who was fifty years old about a year ago. He had always said when he got to be fifty, he was going to pull out and take things easy for the rest of his life. Some sons is what he wanted—he had it in his mind that when he was fifty he'd let them have the store, and then lie back under the old apple tree and look at the sky for the rest of his life.

But he never had any sons—only one daughter and she married a fellow that wasn't worth the powder it would have taken to blow his wooden skull off.

Except for the sons, everything was about right when my old friend reached fifty. He had enough money, and he still had the hunch to get out. The only thing he needed was somebody to turn the business over to, for he had the idea that I'm trying to steer you away from—he thought he wouldn't sell the business; he would keep it, but let somebody else run it.

Believe me, there's nothing to it.

So he got up a little stock company, and put up all the money but \$2. One dollar in stock he let his brother hold, and the other dollar another brother took. That was so they could be stockholders, I believe.

The brothers were to run the store. Both of 'em had had some experience in business, and he told me he felt as if he'd rather

some of his family were running the place than to turn it over to strangers.

That's where he made the break of his life. What he ought to have done was to shoot his two brothers, and then pick out two of his best clerks and let them run it. As a matter of fact, between you and me, the store cat would have made a better fist at it than the Fathead Brothers.

When the stock company was started, the two brothers came in, and the real owner stepped out and got himself ready for a 20-year rest. He made a rule that he'd only go to the store once a week—on Fridays. Of course his brothers could talk to him about anything, but he'd rather they wouldn't if they could possibly help it. He was done.

And he kept to that programme, too—kept to it for nine months. Then one night one of the clerks came up and asked if he could see him and they had a long heart-to-heart talk. To make a long story short, the brothers had eaten the whole heart right out of the business. They had lived on the fat of the thing in their own homes—stuff they only half charged themselves with on the books—and they had spent most of their time loafing around the corner in a pool room.

Two big fools who didn't know when they had a good thing!

Well, my old friend, who had fixed his mouth to take it easy, got on the job right away and kicked the Fathead Brothers out the store door and down the street. The thing was worse than even the clerk had any idea of. It had run down, they had lost a big bunch of trade to other stores, and altogether, the business had been set back more than fifteen years.

So the old man is back again working harder than ever. For the present, his 20-year rest is in

the air. The two fools who darned near ruined the place for him are on their uppers, and that's the only happy thing about it. Two grown men who didn't know any better than to play with a great chance like they had—the best thing they ever had in their lives—ought to eat sawdust with pump water dressing for a while.

Now, here's the funny part of it. Of course my friend wasn't glad to see the business get sick, but all the same he was so tickled to death that something had happened to let him get back to it that he couldn't talk.

"That nine months," he said, "were the hardest months I ever

put in. I'd been used to getting up at half-past five and when I tried to get up at half-past seven there was nothing doing. I couldn't sleep that late, so got up anyway. That made the day a mile long. I'd read the paper and maybe take a drive with the madam, but in spite of all I could do I had four or five hours on my hands."

"Why didn't you take a trip somewhere?" I asked him.

"I don't like traveling, and neither does the madam," he said. "We did take some little trips, but we came home again as soon as we could.

"So while I could have killed Ben, and Ed. for the way they acted," he went on, "the first morning I went down to the store to take hold again I was almost glad they did it. By George, but I was happy to get back that day!"

So there are a couple of things to say. The first is to take your money with you when you pull out, if you pull out, and the second is not to pull out until you're going to be able to stay out.

THE STROLLER.

California Canned Goods, as Predicted, Much Above Last Year.

California Fruit Canners' Association Out With Prices Averaging Thirty Cents Per Dozen Above 1910. Other Packers' Prices Somewhat Less.

For weeks this journal has been predicting that when the new prices of California canned goods were announced they would be considerably higher than a year ago. This prediction was fulfilled during the week, when the California Fruit Canners' Association named prices on the 1911 pack. The entire list was much above last year.

The best sellers in the East are 2½ extra and extra standards. A full list of the new prices is as follows:—

VARIETY	No. 2½ Extra.	No. 2½ Ex. Stds.
Apples	\$1.60	\$1.40
Apricots	1.90	1.65
Apricots (peeled)	2.25	2.00
Apricots, sliced	2.25	2.00
Blackberries	1.90	1.65
Cherries (Royal Anne)	2.25	2.00
Cherries (white)	2.25	2.00
Cherries (black)	2.25	2.00
Grapes (white muscat)	1.50	1.25
Loganberries	2.25	2.00
Peaches (yellow free)	1.80	1.50
Peaches (lemon cling)	1.90	1.60
Peaches (lemon cling, sliced)	1.90	1.60

Peaches (white heath)	1.60
Peaches (white heath sliced)	1.60
Pears (Bartlett)	2.15
Plums (green gage)	1.50
Plums (egg)	1.50
Plums (gold drop)	1.50
Plums (damson)	1.50
Raspberries	2.25
Strawberries	2.25

These prices are all in a large way f. o. b. California. To get the price to the retail dealer the freight and the jobber's profit must be added. Every price on the list is above last year, the average advance being about 30 cents per dozen. Scarcity of fruit and short pack are responsible.

Some other packers named prices somewhat in advance of the California Fruit Canners' Association, and on a lower basis. Considerable sales were made, though most packers waited as usual for the association to announce its figures.

Norfolk cantaloupes are in market at around \$2 per crate. Arizonas are probably the best at \$2.50. California cantaloupes show a considerable decline—\$2.50 against \$3.50 a short time ago. Cantaloupes generally are selling at 75 cents up.

THE GROCERY MARKETS

Tea.

There has been no change in the tea market during the week. Everything desirable is steady to firm and the demand is fair for the season. The tea situation is healthy and gives no signs of any important change in the near future.

Coffee.

The coffee market showed some easier signs during the week. Holders say it is simply a reaction from the steady advance of the last few weeks, and are no less strong in their ideas than they have been. All grades of Rio and Santos have shown a little weakness during the week, probably amounting to $\frac{1}{8}$ cent, but the market undertone is no less strong. Milds are about unchanged and in fair request. Mocha and Java unchanged and in light demand; Java being very scarce.

Sugar.

The sugar market is strong. Raws are high and the general outlook firm. Refined shows a further advance of 10 points from the advance noted last week, but may go no higher for the summer. At the present writing the demand for sugar is good.

Syrup and Molasses.

Glucose has advanced another 5 points since the last report, due to the high and advancing price of corn. Compound syrup moved up $\frac{1}{2}$ cent with it. The demand is light. Sugar syrup is dull and unchanged, and so is molasses.

Canned Goods.

The firm condition of the canned goods market is told in detail in another column. Tomatoes are firm, due to light spot supply and a belief in a small pack, and prices are high and show an advancing tendency. Spot and future corn are both quiet and firm. Peas are exceedingly high, due to a small pack; the situation is very strong. Apples are unchanged and moderately active. Eastern peaches have not yet been priced for future delivery, but the packing outlook is fair. Prices on new California canned goods have been named during the week at a considerable advance over last year. On spot the

market is fairly active for the season at unchanged prices. Small staple canned goods are unchanged and quiet.

Fish.

Mackerel shows no special change during the week and no particular movement. New shores are unchanged at the recently quoted decline, but the demand is light. Irish fish, which as stated, have been very low, are perhaps a little better. Cod, hake and haddock are unchanged and dull. Spot salmon is unchanged, being high and only moderately active. Prices on new Alaska salmon have not yet been named. Domestic sardines are firm, owing to continued light pack, but occasionally a packer will interrupt his firm talk to make a sale at a slight concession. The demand is light. Imported sardines quiet and unchanged.

Dried Fruits.

Spot prunes are hardly quotable; they bring simply what holders can get for them. Futures show no change and no special demand. Spot and future peaches are unchanged on the previously quoted basis; demand light. Future apricots show a weaker tendency, as prices have been so high that nobody has bought to amount to anything. Spot apricots are scarce and quiet. Raisins are unchanged, both spot and future, and the demand is quiet. Currants and all other dried fruits are unchanged and in light demand.

Beans and Peas.

Domestic pea beans are steady on the same basis as a week ago; demand fair. Imported pea beans show no change. There is some talk of excluding them from the country until the cholera scare is over. Domestic marrows and California limas are both unchanged and quiet. Green dried peas are about out of the market; the last stock went out at very high prices. Scotch peas are unchanged and dull.

Butter.

There has been active trading in butter during the week, and the receipts have readily cleaned up at top prices. Receipts have shown some falling off on account of the

heat, but at the present writing conditions are more favorable for the making of butter, and if they continue, receipts will likely increase again. Generally speaking, butter conditions are healthy, and there is likely to be a steady market for some time to come, both as to nearby and Western, and solids and prints.

Eggs.

The receipts of fancy eggs have fallen off during the week, and the result is an advance of 1 cent per dozen on the best eggs. The consumptive demand for eggs is good, and the market is firm. A continued good consumptive demand is expected, perhaps with a slight reduction in supplies.

Cheese.

The demand for cheese has been very good, and receipts have shown some falling off, as the make has decreased. The result is an advance of $\frac{1}{4}$ to $\frac{1}{2}$ cent during the week. The weather has been very favorable to the production of cheese, and no further advance seems at this writing likely.

Provisions.

Everything in smoked meats has shown an active consumptive demand during the week, which is usual for the season. As a result the market is firm, and on some lines has advanced $\frac{1}{4}$ cent. Stocks are about normal for the season, and there is not likely to be any change in the next few days. Pure lard is firm, with an active consumptive demand, and there may be a slight advance at any time. Compound is barely steady, with a reduced consumptive demand. Barrel pork is in fair demand at unchanged prices. Canned meats firm and unchanged; fair demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Prices continue to hold high on new crop evaporated apples, and the demand continues from Europe, although the domestic trade is slow in paying asking prices, except for an occasional order here and there. It is impossible to buy prime quality in 50-pound boxes under 10 to 10 $\frac{1}{2}$ cents

f. o. b. for any month, with Europe showing an interest at close to 10 cents for all deliveries.

Liberal rains the last few days have helped the crops out considerably, but it is not expected that it will have any effect on the sellers. On account of the close clean-up of all old goods, a good demand is looked for during the fall.

C. C. HALL.

Rochester, N. Y.

Standard Canned Goods.

Both spot and future tomatoes have developed additional strength. The farmers and canners in Maryland and the adjacent States are quite uneasy about the continued unfavorable outlook for the crop. The same conditions seem to prevail in all parts of the country where tomatoes are canned. Many of the big as well as the smaller canners in this section have largely reduced their offerings of futures, where they haven't withdrawn from the market altogether, to await further developments in the remainder of this month, which is conceded to be a most important period in the season for the crop. Larger orders came in last week, along with numerous orders for lots of one and two carloads, and they covered the same wider territory from which the earlier orders came. Spot tomatoes were equally as active as they were last week, and they, too, were scattered all over the country, or nearly so. The holders expect a dollar market for them before the end of July, and the market shows a strong inclination in that direction. A later-than-usual opening of the new canning season in August would materially increase the chances for disposing of the visible stocks.

String beans were strong and active again this week and closed with a decidedly upward tendency. The Baltimore canners will certainly not have to worry about carrying peas on hand this season. It has been many years since the stocks were so very light at this time of the season, and they are going out every day. Spot corn in Baltimore is cleaned up, or nearly so, and futures continue in demand. Spot spinach here is nearly cleaned up, and futures are selling right along. Even soaked peas are advancing. Spot sweet potatoes are sold out and futures are stronger.

We are certainly in a bull market for canned fruits of all kinds. It is getting to be almost as much a question of getting the goods as

it is of getting fair prices on them. The pack of pineapples in Baltimore this year, because of the small size of it, will be one of the surprises of the season. Every line of berries and cherries, without exception, is stronger this week, and the prices are stiffening up again. Spot pears are being cleaned up slowly and surely. Spot apples are practically sold out, and the demand for the future pack is commencing. The stocks of spot peaches are exceedingly small and no prices on future peaches are being made, excepting on one or two grades—pies and seconds. The outlook for the peach crop is discouraging. The canned fruit market is certainly stronger and looks still stronger ahead.

Cove oysters are firm, though not active this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Coffee.

The world's visible supply decreased about 2,650,000 bags during the past year and stands now at 11,070,000 bags, of which approximately 6,000,000 bags are in the hands of the trade.

Incoming Brazil crops are later than usual and no appreciable quantity can reach consuming markets before the latter half of next month.

This will add strength to the spot position, and when we consider that spot stocks are under strong control it can readily be seen that holders can avail themselves of the lateness of the crop to push their advantage to the limit.

On the other hand we fear that the recent rise of values will prove to be very detrimental to the trade later on.

Starting a new crop, which everybody agrees is millions of

bags larger than the last, at from 4 to 5 cents per pound higher than prices ruling a year ago, is dangerous and buyers are not likely to come forward to take hold of the new crop in their usual manner.

In order to induce buying, reports of unfavorable weather for the next crop have been freely circulated.

There will be an abundance of reports of similar purport as we enter further into the season.

In our opinion the cold weather prevailing since quite a long time will prove to have been beneficial and not detrimental to the trees.

To take it for granted at the present time that the 1912-13 crop will be small seems to us somewhat premature.

The flowering period for that crop is still two months off, and we think it advisable to await reliable reports with regard to that flowering before reaching the definite conclusion that the present range of values for shipment from Brazil is justified.

HENRY NORDLINGER & Co.
New York, N. Y.

Imported Fish Specialties.

It is too early yet to give a report on herring. The extremely hot weather is, of course, very much affecting the herring trade, and it is fortunate that no new Holland herring have arrived here as yet, as they certainly would not have found a very good market. All the Scotch that came were easily sold, as only moderate quantities arrived and quality was good.

The weather is now moderating and the demand for herring will soon improve. So far, the catch in Scotland is rather disappointing and in Holland quite good.

Imported Oil Sardines.—The trade continues exceptionally

good even for this season of the year, only unfortunately the catch in France of both sprats and sardines seems to be a total failure this season, while in Portugal they are just now catching only some very large fish which are unfit for Dingley ¼s and can be used only for ½s. We cannot look for any small fish from there until late in the year.

There is very little demand for French sardines, except for a few very high class, and also well introduced brands, but there are very small stocks of Portuguese sardines here, and still smaller stocks of sprats, consequently prices are very firm.

In Norway, the packing goes on nicely, although no definite reports as to the catch have reached us as yet. All we know is that the quality seems to be satisfactory, but shipments are being made rather slowly, which indicates that fish is not very plentiful as yet. Packers in Norway are asking more money for their goods than last season, and have hopes of getting it. The demand for Norway smoked sardines is certainly improving every day.

Stock Fish.—We have the final report as to the total catch in Norway before us. This, of course, refers to round fish only. The total catch this season was 64.4 million fish, against 55.7 million in 1910, 56.5 million in 1909, 48.2 million in 1908, 47.6 million in 1907.

In spite of there having been prepared for around 25.2 million this season against 20.9 million last season, we do not believe that prices for stock fish will be any lower for this season than last, on the contrary, because last year there was a lot of old fish unsold at the beginning of the season, while this year there is no old stock, besides the fish this season

is smaller, but the quality this season will be exceptionally fine.

No statistics are available for split fish.

STROHMEYER & ARPE Co.
New York.

MARKET NOTES.

Jersey tomatoes show a wide range—40 cents to \$1, the highest price being brought for second earlies. The demand for tomatoes is good.

There is good sugar corn on the market at 75 cents per basket. Prices for ordinary stock are as low as 40 cents. The demand is fair.

Cabbage is also much higher than a year ago. In 1910 it was glutted and sold at 5 to 10 cents per basket. This year it is worth 40 to 50 cents.

More Federal Judgments Against Various Food Products.

United States Department of Agriculture Supplies Details of More Cases of Adulteration or Misbranding.

The following summaries of prosecutions under the Federal food and drug law have been prepared from official data sent this journal by the United States Department of Agriculture:—

JUDGMENT No. 813—ADULTERATION OF FIGS.

On or about August 4, 1910, there were shipped from New York into Massachusetts 83 boxes of figs labeled: "Split Figs B B 8,700—L S. Loose Wiles Biscuit Co., Boston, Mass." Examination of samples showed it to contain 97 per cent.



We doubt whether there is another house in Philadelphia that sells as many Syrups in a general way as we do. Our Syrups run uniform in quality and reasonable in price; you should not hesitate in sending us your orders. Satisfaction guaranteed.

SYRUPS—One of our best sellers, *Royal Table Syrup*, bright and sparkling and delicious flavor. *Challenge Table Syrup* is another big seller, and we would mention *Gilt Edge Table Syrup*, *Ex. Amber Syrup*, *White Clover Brand*, *Quaker City Syrup*, *Crescent Syrup*, *King "B" Drips*, *Cruiser Syrup*, *No. 6 Syrup*, *"1300" Syrup*, *"1200" Syrup*; also full line Sugar Syrups and New Orleans Molasses. Try us once and you will do it again.

CRUISER GOLDEN WAX BEANS—This is the finest quality New York State packing Golden Wax Beans, tender, natural flavor and stringless; regular price \$1.25 per doz. Mention this ad. and will make price \$1.20 per doz.

LOBSTER—The new pack now in. We have a limited quantity of Burnham & Morrill's ½-lb. tins, 4 doz. to the case, per doz. \$2.50. This delicious sea food is becoming scarcer every year and packers unable to make full deliveries on their contracts; price will be higher.

ASSORTED JAMS—Packed by the Webster Pre serving Co., Rochester, N. Y. (the home of pure Jellies and Preserves), 4 doz. 1-lb. sanitary tins to the case, assorted flavors, per doz. 80c.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

of filthy, moldy and decomposed figs, and thus to be adulterated.

The goods were not claimed, and were destroyed.

JUDGMENT No. 815—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about August 27, 1910, the Harbauer-Marleau Co., Toledo, Ohio, shipped from Ohio into Missouri two consignments, of 25 barrels each, of alleged apple cider vinegar. Twenty-five of said barrels were labeled: "Just Right Brand Fermented Apple Cider Vinegar. Made for Kroeger, Amos, James Grocer Co., St. Louis, Mo. (Guarantee Legend) Serial No. 8,904," and 25 barrels were labeled: "Sweet Home Brand Fermented Apple Cider Vinegar. Made for Goddard Grocer Co., St. Louis, Mo. (Guarantee Legend) Serial No. 8,904." Analysis of samples from each consignment showed it to consist of diluted vinegar mixed with a foreign product high in reducing sugar and containing added ash material, and thus to be adulterated and misbranded.

The court ordered the goods sold for the benefit of the United States.

JUDGMENT No. 833—ADULTERATION OF PRUNES.

On or about August 4, 1910, there were offered for sale in the District of Columbia 19 boxes of prunes labeled as follows: "Oregon Pride Brand Prunes, Fancy Oregon Prunes. Packed by Northwest Fruit Association—Albany, Ore." Samples were examined and 75 per cent. or more were found to be infested with worms crawling in the crevices, the remainder containing both excreta and sugar mites.

Nobody claimed the goods and they were destroyed.

JUDGMENT No. 829—ADULTERATION OF TEA.

On or about July 25, 1910, there were transported from Mississippi into Tennessee two barrels, each inclosing approximately 100 pounds of tea inclosed in small bags, said bags being labeled: "Standard Tokay Pure Blended Tea, New Orleans Import Co., New Orleans." Examinations of samples showed it to be filthy, extremely musty and moldy, and therefore to be adulterated.

The goods were destroyed by the United States Marshal.



Keep Trouble Out of the Kitchen.

Her pudding is burnt.

Such disasters are occurring every day.

It isn't strange that such a dessert as

JELL-O

is the most popular with women. It doesn't have to be cooked, and so never burns, and it never goes wrong.

It helps to keep trouble out of the kitchen.

There are seven Jell-O flavors: Lemon, Orange, Strawberry, Raspberry, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

Two More Co-operative Buying Enterprises Come Out of the West

One is in Chicago and the Other in St. Louis. Both Are Composed Wholly of Retail Grocers and Both Will Sell Goods at Jobbing Cost Price, Plus Two to Three Per Cent. to Cover Expenses. Description of Both Plans.

During the past week the details of two more large co-operative buying organizations have reached this journal—one in Chicago and the other in St. Louis. Both are intended to place retail grocers where they can buy goods cheaper than through jobbers.

The Chicago enterprise is known as the "Retailers' Wholesale Company" and it is incorporated with \$10,000 capital, divided into 100 shares at a par value of \$100. The officers are L. L. Schmal, a grocer known in Chicago association work, president; William Minter, treasurer, and Charles Burroughs, secretary. The plan of operation is to establish a jobbing house selling to retail grocers the same as any other wholesale grocery house. According to President Schmal, the necessary one hundred grocers have been found and have subscribed to the stock of the company. The concern expects to sell from \$50,000 to \$75,000 monthly, on which it proposes to save its members 5 per cent. This estimate is based upon the assumption that the Chicago jobbers do business on a 10 per cent. margin. The Retailers' Wholesale Co. will

add 2 per cent. to cost price to cover expense where goods are not delivered, and 3 per cent. where they are delivered. No salesmen will be employed and goods will be sold only to members. The 2 and 3 per cent. plan will not apply to limited price goods, which will be sold at full prices.

The St. Louis concern is called the "St. Louis Wholesale Grocery Co." and it is now composed of seventy-five grocers from Missouri and Illinois, mostly St. Louis. It is hoped that three hundred grocers will eventually take stock in the company. There will be a capital stock—the company is not yet incorporated, but will be shortly—of \$150,000, divided into \$75,000 common and \$75,000 preferred. The latter bears interest at 6 per cent. The company will follow the plan of adding 3 per cent. to the cost price of goods, which is described above in connection with the Chicago combination. The officers are M. Kelly, Jr., president; J. D. Luckenbill, secretary, and Henry Vandeloecht, treasurer.

No stockholder will be allowed to buy goods in excess of the amount of his stock.



Progressive Grocers
PUSH
MAPLEINE
(A Flavoring)

Good Profit, Strong Demand
Extensively Advertised

ITS USES

Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day, or
Frank A. Smith Company
Philadelphia Agents
Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.
INCORPORATED
PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400"
COFFEE

Githens, Rexasmer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia



Camping Supplies.

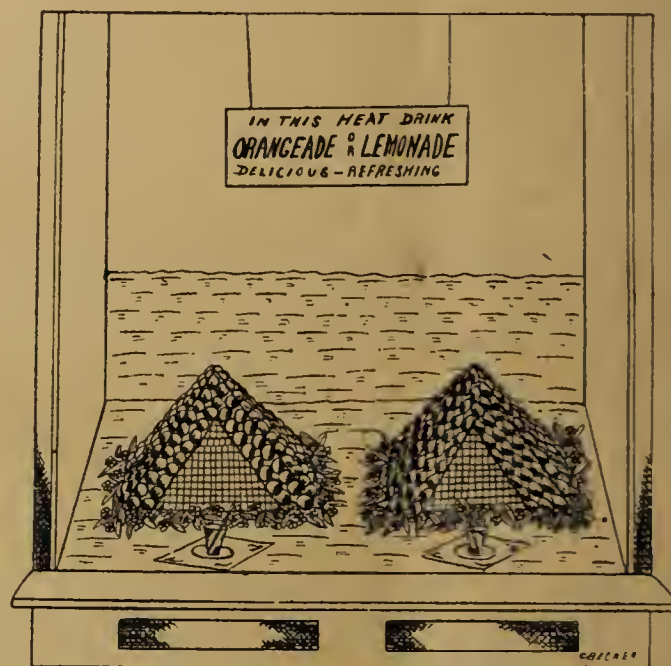
There are a great many people who choose camping as an ideal way to spend their vacation. The spot chosen for the camp is generally a distance from a town or village where eatables could be bought, so the party must always take a sufficient supply of food along. This sometimes means a nice large order. Perhaps you can, through having a nice window display, get quite a few of them. To arrange, first cover the bottom of the window with green crepe paper and in the corner place a small tent, if the window will allow it. Make it large, as it will show up better. Make a frame first with small, thin sticks and then cover the frame with white muslin. In front of the



tent place a small pole or stick, to which fasten a flag. Along the front of the window place a few plates of small cakes and between them glasses of preserves and peanut butter. Back of these arrange bottle goods, such as pickled onions, olives, pickles, salad dressing, etc. Between them place a can of corned beef, sardines, etc. Back of these place small pyramids of shrimps, salmon, lobster, etc., and back of these small pyramids of peas, corn, tomatoes, etc. Make the background of crackers, milk lunch, graham crackers, etc. Stretch a clothesline across the window in the rear, to which pin a strip of muslin with lettering like in cut

Orange and Lemon Display.

Here is a neat window display of oranges and lemons. To the dealer who handles them a neat display like this is sure to increase the sale of the fruit, which at this particular season is very much in demand anyway. To arrange, first cover the bottom of the window with green crepe paper. Now build two pyramids of boards from boxes, but don't make them very slanting as the fruit will roll. Nail small sticks of wood around the bottom of the pyramids, at the four sides. This is to prevent the fruit from rolling. In the centre nail two strips of wood like the outline of an A. This done, cover the



pyramids with green paper, place the pyramids like in the illustration and arrange the fruit on them. In the space in front arrange loaf sugar. After the pyramids are complete, garnish them with artificial flowers or blossoms. This adds very much to the display. Now in front of each pyramid place a glass of lemonade and orangeade, with a straw. Place each glass on a small plate and stand it on a paper napkin. Across the window in the rear run a width of the green paper. Suspend a large sign card, with lettering like in cut, and the window is complete.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

- Washington, D. C., June 20, 1911.
 995,144. Egg detector. W. H. Hutchinson, Rochester, N. Y.
 995,491. Machine for slicing fruit. N. K. Smythe, Hilo, Hawaii.
 995,956. Apparatus for preparing coffee substitutes. O. Gaebel, Breslau, Germany.

- 995,532. Rotary grater. R. Golen-sky, Cleveland, Ohio.

- 995,939. Packaging machine. M. F. Anderson, New York, N. Y.

Washington, D. C., June 27, 1911.

- 996,209. Method of Pasteurizing liquid food and drink products in glass containers. John P. Cabanne, St. Louis, Mo.

- 996,305. Tea infuser. Elmer N. Bachelder, Portland, Me.

- 996,479. Machine for coating cakes. Edward Fuller, Baltimore, Md.

- 996,495. Baker's oven. Julius Lued-ecke, Chicago, Ill.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 54,445. "Tolstoi" for wheat flour. Elysian Milling Co., Elysian, Minn.

- Ser. No. 54,623. "Flips" for chocolate confections. Heit-Miller-Lau Co., Fort Wayne, Ind.

- Ser. No. 55,315. "Soprano" for wheat flour. The Davis Milling Co., St. Joseph, Mo.

- Ser. No. 7,632. "Nabob" for pancake flour. F. H. Leggett & Co., New York, N. Y.

- Ser. No. 49,362. "Shawnee" for spices. The Ouerbacker Coffee Co., Louisville, Ky.

- Ser. No. 54,857. "Old Grimes," and picture of old man, for canned corn, pumpkins and hominy. Grimes Canning and Preserving Co., Grimes, Iowa.

- Ser. No. 55,852. "Bridge" for tea. Sprague, Warner & Co., Chicago, Ill.

- Ser. No. 56,417. "Diabeto" for bread. J. S. Heinbockel & Co., Baltimore, Md.

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American Sugar Refining Co. Owned Union Pacific Retail Tea Stores

Part of the Testimony Developed at Congressional Sugar Investigation. President Spreckels, of Federal Refinery, Relates His Combinations and Conflicts With H. O. Havemeyer, Former President of the Sugar Trust. Can't Buy Raw Sugar on Equal Terms, He Says. John Arbuckle Tells of Sugar-Coffee War Between Himself and Havemeyer.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 28, 1911.

The Congressional investigation into the conditions surrounding the sugar market has brought out more information during the week of a nature interesting to the trade, as for example, the reduction of the production of sugar and the control of the price. Testimony has been taken both here and in New York, among the notables examined being Claus Spreckels, now president of the Federal refinery at Yonkers, N. Y., and a veteran in the sugar business for many years, and John Arbuckle, who entered the business to spite the Sugar Trust.

Claus Spreckels was the first witness. He said he was manager of the Spreckels refinery in Philadelphia in 1891, which was then independent. It is now owned by the American Sugar Refining Co. He told of the combination made in that year between the Havemeyer and Spreckels sugar interests. After the Federal refinery was started, Mr. Spreckels said John Arbuckle and H. O. Havemeyer tried to get him to limit the output, but he refused and has since gone it alone. He says the result was that he has been greatly hampered in his efforts to buy raw sugar, particularly cane sugar from Hawaii, and he also said that mysterious troubles had broken out in the Federal refinery in Yonkers—liquid raw sugar being allowed to escape from the vats in the night and dead rats being put in barrels of refined sugar. He said he had also been unable to buy raw sugar in Louisiana, though he had offered more money than other refiners.

Mr. Spreckels said that the refineries and planters of both beet and cane sugar in this country could compete with the world without a tariff. He said that

without a tariff the production of sugar would be vastly increased, that the jam and jelly industry could be taken away from England and the chocolate production of this country could be vastly increased.

Mr. Spreckels was asked what the revenue would be if the tariff were cut in two.

"You would get just as much," he said, "because the importations would increase. There are fruit industries waiting for more sugar in this country. England doesn't grow sugar, and she gets her fruits from the Mediterranean countries, and yet in jams and jellies and marmalades she has built up one of the biggest industries of the United Kingdom. That's just one. Chocolate and condensed milk are others."

He was asked to tell how much beet sugar could be made for. His father had told him, and he had verified this from personal observation, that it could be made for 2.75 cents a pound.

The next day the investigation shifted to New Platz, N. Y., where John Arbuckle, the coffee-sugar magnate, lies ill. He testified that there had never been a close combination between himself and Havemeyer, and that even now the fighting between them was liable to break out at any time. Mr. Arbuckle said the fight started in 1898, after there had been a little friction between his coffee company and the American refinery. The American company retaliated by going into the coffee business. Previous to that, however, he said, Mr. Havemeyer had tried, unsuccessfully, to purchase 51 per cent. of his uncompleted refinery. This was in 1897, he said, when Havemeyer came to see him about it.

Mr. Arbuckle said that the American Sugar Refining Co. had the ability to and always did maintain the price of sugar. Be-

cause of its capacity it fixes the maximum price, he said, the independents fixing the minimum price.

"But the independents follow the American's prices, do they not?" "Yes."

Mr. Arbuckle said that "when Havemeyer was alive he would not stop at anything. He would use any kind of weapon that he needed. He cared for nothing in the fight for business."

As to the Spreckels charge that Mr. Arbuckle tried to get him to limit his productions, Mr. Arbuckle said: "Spreckels used to tell me his troubles with the American and I tried to smooth them over. But I never asked him to limit his output. Lots of sugar men came to me, but I always told them, 'Don't talk to me about limiting price or output. Remember the Sherman law.' Of course, eventually every one had to reduce, as the country was overstocked.

"There has been no agreement," he added; "but I will admit that there has come a friendly feeling between us. It is much better."

"What caused you to go into the sugar business?"

"We had a packing machine to pack coffee in packages. We thought we could pack sugar by it also, and did so, buying sugar from the different refineries. After a while we had a little friction in buying sugar, then we thought that, as we used so much sugar, we could refine it ourselves profitably and decided to do so."

"When was that?" "In 1897."

"With whom was the friction?"

"The American, I think. We stopped buying from the American Refining Co., and later they refused to sell us when we wanted it."

"When did you hear that the American had gone into the coffee business?"

"When the Woolson Mills at Toledo cut a cent. Then we knew they had gone into the business and that it was war. Both of us cut prices repeatedly and coffee got very low."

Mr. Arbuckle said that during the sugar war the grade of coffee was reduced by both the American and Arbuckles. "We had to do it because the price was so low," he said. "As soon as our sugar refinery was ready the American cut the price and we

had to cut because we could not get a cent more than they. The sugar war started in 1898 and continued until 1900, when suddenly the American put up the price and we followed."

Later in the hearings Claus Spreckels was examined again and told of his venture of shipping sugar to the Pacific Coast from Yonkers, N. Y., last year which resulted in breaking the market there, although incurring a personal loss to himself. He said:—

"We had a surplus product last year and the price in San Francisco was 60 to 70 points higher than in New York. I shipped the sugar by steamer around the Horn and on its arrival there was approached by William Haas, of a firm of wholesale grocers, who wanted to purchase the entire shipment, but I refused.

"The shipment consisted of from 35,000 to 40,000 barrels, and when I offered to sell it at 12 to 15 points under the market the grocers refused to buy it, as they were afraid they couldn't get any future goods from 'the interests on the coast.

"I was approached by a Mr. Sussman, of another wholesale grocery company, who took an option for 48 hours. He came to me the next day and said that my brother, John D. Spreckels, president of the Western Refining Co. wanted to know if I would agree that this would be the only shipment sent by me. I refused to make such an agreement and finally sold my sugar direct to the retailers."

Mr. Spreckels said the sale broke the market from \$5.60 to \$4.70 per hundred pounds and the retailer benefited during the three months the selling was going on.

Later Mr. Spreckels testified to the efforts made several years ago, under the Havemeyer regime, to get him to hold up the price at the Philadelphia refinery. He presented letters written him at that time by Havemeyer and

(Continued on page 12.)

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Corporation Practice, Cases Under Food Law

Trade-Mark Registration

General Practice



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Grocers all over the country are netting big profits on this new proposition. It will make your candy trade one of the best paying features of your business.

Here's the proposition:

50 pounds of candy brings	-	-	-	\$7.50
Candy with Show Case costs	-	-	-	5.00
Your profit is	-	-	-	\$2.50

And the Show Case belongs to you. Refills cost 8 cents a pound, and you sell them at 15 cents. Your profit is 87½ per cent., and there is no limit to the sales you can make.

Order to-day, or write for full particulars.



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JERSEY CITY, N. J.
PITTSBURG, PA.

CHICAGO, ILL.
MEMPHIS, TENN.



Written for the "Grocery World and General Merchant."

National President Lux Says Parcels Post Will Hurt General Prosperity by Hurting the Country Retail Merchant

Benefits Will Come Only to a Few Mail Order Houses and the Sweat Shops that Make Some of Their Goods. Chicago the Mail Order Centre.

There are about one million grocers in this country, and about four million retailers in all lines, and so far as I can learn, after careful investigation, all are opposed to any extension of our parcels post law, simply because they do not do business by mail. Their trade is confined to localities that they have helped, or are helping to build up, and where they meet their customers face to face and share each others' joys and sorrows.

On the other hand those who would be benefited by extending our parcels post law are those who do a long distance cash business by mail and who know nothing, and care less, about the burdens that fall upon the communities from which they draw trade.

There are only two mail-order houses in this country that do a national business, and it will cost Uncle Sam countless millions of dollars to furnish them with storage and delivery equipment necessary to enable them to successfully compete with the local merchants. To compel these millions of retailers to pay the additional taxes necessary to buy this outfit for their competitors is nothing less than an outrage. In addition to that we contend that it is the business centre, close proximity to market, that gives value to the farm, otherwise land on the outskirts of civilization would be as valuable as land near a village. Any extension of parcels post will divert business into mail-order channels, tear down our local markets and lessen the value of our farms.

We have no mail-order houses in the Northwest. There was an attempt made some years ago to establish one in Minneapolis, but it failed owing to the high wages paid to labor here. The mail-order business flourishes only where the sweat shop system exists. It is the outlet for the products of cheap labor, and when I say this

do not understand that I am finding fault with the quality of goods they sell.

When I was president of the Minnesota Merchants' Association I made a study of the mail-order question as it affects nearly one hundred thousand retail merchants, clerks, salesmen, jobbers and manufacturers in Minnesota. I came to the conclusion that there were very little goods shipped into our State on mail orders, but what was came here from Chicago. After the Chicago mail-order houses had defeated the teamsters and garment workers in their strike I noticed a slight increase in their business which was due to their victories over labor, but that soon faded away.

The "Saturday Evening Post," in an editorial some time since, said: New York, Boston and Philadelphia have three times the population of Chicago, but the Chicago post-office cashes more money orders than the post-offices of the other three cities combined. This is largely due to the great mail-order business at Chicago. One of the mail-order houses there recently declared an extra dividend which, at the current price of its stock, is worth eighteen millions of dollars to its shareholders. At the current price insiders in this house have created for themselves a total profit of \$70,000,000 in five years. In five years the volume of sales nearly doubled, and last year the net profits amounted to almost 12 per cent. of the gross sales."

Owing to the vast army employed in the retail business in Minnesota, the high wages paid to clerks, and the short hours they work, I know of no merchant in the State whose net profit on his gross volume of business done is over 5 per cent. Is not that a better condition for our people than we would have if every basement and cellar in the twin cities were

honeycombed with sweat shops as they are in Chicago with a large mail-order outlet? The merchants are always in favor of progress, but they cannot commend the suggested action by Postmaster-General Hitchcock in regard to parcels post, which will in its operation bring progress to a few mail-order houses at the expense of the retailers. Our Government has and should exercise its powers in regulating excessive charges made by railroads, express companies and similar public service corporations. But aside from such regulation from the Government the matter of transportation can rest between the seller and the buyer. Concentration and centralization of retail interests in a few monster concerns are made not only possible but very probable by enlarged parcels post. The development of abnormally large industries and cities is a menace to the best interests of our country and creates a condition which is particularly detrimental to the poorer classes.

I have no faith in the idea of making a flat rate on freight as we do on a letter, that is to charge the same for carrying an eleven-pound package a few miles that we charge for carrying it a few thousand miles. I do not believe in such discrimination as allowing an article weighing eleven pounds to enter the mails and refusing the same advantage to a more substantial article that might weigh twelve or thirteen pounds. In the old countries the government owns the railroads, but in this country we have to pay them so much per pound for carrying the mails, and where they haul a few miles in Europe we would have to haul a thousand miles. It is obvious that enactments calculated to benefit the greatest number in order to be practical must be ones in which the masses are interested. Therefore in order that the greatest number of people will be benefited by a reduced parcels post it must naturally follow that they receive merchandise shipments by mail. This is not now done by the masses, but it is evident that such legislation is calculated to have them do so and induce the consumer to make his purchases from distant points which are not his logical channel. This will not only cripple your retailers, but your manufacturers,

jobbers, salesmen, etc. The parcels post can at best only benefit a limited number of consumers and a special class of merchants and large corporations. It can readily be figured that heavy commodities and what are ordinarily termed staples will not commonly be transported by mail, but the lighter articles, which are really the only remunerative ones to the retailer, will find their way through the mails and in that manner cripple his business.

I learned some years ago, through correspondence, that parcels post in Great Britain had concentrated the retail business in a few big stores in London, with branches all over the island, and that there are a few co-operative societies left, but that the independent merchant, as we know him here, had practically disappeared. I do not think there is a demand for parcels post in this country, but if there is it has been created directly or indirectly by the lure of the beautiful pictures and classical descriptions to be found in the mighty catalogues sent out by the mail-order houses of Chicago, of which the editor of the "Saturday Evening Post" speaks.

JOHN W. LUX,
President National Retail Grocers' Association.
St. Paul, Minn., July 25, 1911.

Apropos of the arguments used in the above article by President Lux, this journal has been furnished with a copy of a letter sent by the Muskogee, Okla., Retail Merchants' Association to Congressman Murdock upon the effect which parcels post will have upon the regular retailer. Some extracts from this letter are as follows:—

Dear Sir:—We learn with regret that you are in favor of general parcels post in this country. We take it that you are influenced in part by the high rates extorted by the express companies, which has enabled them to declare dividends in some cases of over 300 per cent. on their capitalization. We call your attention in this connection to the fact that thousands of business men and merchants all over this country have joined in a petition to the Interstate Commerce Commission, which has been filed with the Commission by the New York Association of Commerce, and 208 allied commercial organizations, calling upon the Commission to institute a comprehensive investigation into express rates, rules, regulations and practices, which investigation is now going on. The Commission, as you know, possesses plenary power to regulate the express companies, their rates and charges, to the same extent as of railroads.

From such examinations as the Commission has already made and a recent report by it, we may expect some radical reductions in their charges when the formal order of the Commission is finally promulgated. We know that express companies are largely owned by officers of the railroads, that they are created for the purpose of exacting higher rates on the same business than carried by freight, that they have comparatively little equipment, that they are in reality interlopers in our transportation system, and are not existing because of any general necessity; the service they perform properly belongs to the railroads themselves as common carriers.

On the ground that local trade is largely, if not wholly, the foundation of local development, the merchants of the country generally are opposed to parcels post and are likewise opposed to any legislation seeking to reserve to the United States Government a monopoly in the carriage of small parcels of mailable character, up to eleven pounds in weight. This opposition springs from a realization on the part of the local merchants that if the trade in small wares, goods and merchandise is taken away from them and centralized in a comparatively few places, that it must greatly reduce their profits, if not eliminate them on a class of merchandise on which comparatively wide margins are made, and in effect must enhance the price of necessities and staples in order to enable them to remain in business and live; if this is true, it will certainly not make for a reduction in the present high cost of living. It is reasonable to assume that any flat rate basis of transportation charge is inequitable, because the burden is unduly and relatively high on short hauls and low on long hauls. If such a basis of charge is inaugurated, we must acknowledge that it will be in the interest of the long haul, from which we conclude that the New England manufacturer can go direct to the Kansas and Oklahoma consumer with his goods, eliminating in large measure the traveling man, jobber and retailer as factors in the distribution; whether he will himself absorb whatever possible difference in cost under this method, is a matter of conjecture, but our human nature and experience tells us that the consumer will be no better off in the long run.

The theory of American merchants that parcels post or any similar device will centralize the trade of this country and revolutionize it, eliminating local dealers in the process, was, to my mind, vitalized by the statements of a gentleman at the recent annual convention of the American Retailers' Association. His name is Churchill, he is a nephew of Winston Churchill, and a native of London. His remarks were not made in connection with the parcels post agitation, nor intended to influence that in any manner. He said that in England, outside of a few chemists and baker shops, etc., in the outlying residence districts (towns as we know them in this country), there was no local trade whatever, that practically everything consumed was received in such districts by parcels post or fast freight from London, and the other large places. His talk dealt with life and conditions generally in the old country, and his remarks regarding their trade system completely vindicated the claim of American business interests that parcels post will dismantle country towns, primary markets and sec-

ondary distributing centres with a consequent lowering of land values. You know that the first question a desirable immigrant to Kansas or Oklahoma asks regarding a farm is, "How far is it to a town, and what is the size of that town?" If there are no towns, I suppose the questions answers itself.

We want to be practical in considering this matter, but we do not want to lose sight, above all things, of the fact that the pioneer merchant has, since the time of the original Thirteen Colonies, been the forerunner of American civilization and enterprise, and that our general industrial and commercial development has followed closely upon his operations. Shall we in the enjoyment of unexampled prosperity and progress, introduce a transportation scheme that will revolutionize our commerce, will take trade away from one set of men and put it into the hands of another set of men, upon the urgent request of the latter, coupled with the plaint of an individual here and there against the transportation charge on an isolated order of goods?

Fels & Co. Decapitate Several Small Jobbers.

Refuse to Sell Any More Goods to, Rumor Says, a Dozen Local Jobbers, Mostly Foreign, Who Cut Fels Naptha to Cost or Thereabouts.

Messrs. Fels & Co., manufacturers of Fels Naptha soap, have cut a considerable number of Philadelphia wholesale grocers off the direct buying list during the week. None of the larger or more representative houses were included, those cut off being practically all foreigners.

The cause of the wholesale decapitation was the fact that the concerns in question have for a long time been cutting prices, and thus, the manufacturers claim, have demoralized the trade. The jobber pays \$3.60 per box for Fels Naptha and is supposed to sell it for \$4. A number of jobbers of a certain type have used it as a lever, and have sold at \$3.75 or even cost. To stop this practice the manufacturers have now cut these concerns off. It is understood that the order affects at least a dozen houses.

Tomatoes from nearby points are fairly plentiful and not very high. The ordinary run of the market ranges from 40 to 45 cents per basket, and the best second earlies are not above 75 cents. Lots of the receipts are coming green. The Baltimore canners have paid 20 to 35 cents during the week, which makes tomatoes for canning an expensive proposition.

PORK AND BEANS

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IN TOMATO SAUCE

No. 1 sanitary cans, 4 doz.,
single cases, per doz., 35c

10-case lots or over,
per doz., 32½c

COSTS YOU LESS THAN 3c. PER CAN

**The greatest Pork and Bean Bargain ever
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VERY FINE QUALITY AND VERY ATTRACTIVE LABEL

HERE IS AN OPPORTUNITY for you to
make a sensational drive on a very seasonable
and saleable article of great merit.

**YOU CAN SELL 6 cans for 25 cents, or 45
cents per dozen, with a good margin of profit.**

The above prices good for week July 31st to August 5th, inclusive

WRITE FOR THE "CASH GROCER," CONTAINING PRICES
ON A FULL LINE OF STAPLE AND FANCY GROCERIES ::

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

In another column appears the reproduction of an interesting appeal made by the

**The Wasco
Retailers' Appeal.**

retail merchants of Wasco, Cal., to the general public there, to stand with the local stores against mail-order competition. The local merchants do not make their appeal as a matter of mercy or charity, but as a matter of right and advantage to consumers. The Wasco dealers' argument is really the dominating factor in the whole mail-order and parcels post subject. Where is the right of it? Should the Government open wide the mails so that a house half way across the continent can steal the trade of the local merchant; should the Government only consider giving consumers all possible facilities for distant cheap trading, regardless of the effect upon the local merchant? Or on the contrary, can the Government be expected to nurse the local storekeeper at the expense of the consumer's right to the maximum privileges of modern Government?

In the writer's judgment, the letter which the Wasco merchants have issued to their public answers these queries fully. Some questions in that letter show clearly whether the mail-order house or the home trader is more of a benefit to the local community. "Will the mail-order house give you credit if you are in trouble?" "Will the mail-order house aid worthy local movements?" "Will the mail-order house, by paying local taxes, help support public movements after they are made?" "Will the mail-order house take your produce off your hands at the top market price?" These are some of the pointed questions asked, and to all of them there is only one answer. The mail-order house has neither heart nor interest in a single community in which it sells. It does not help support it, its shoulder is never to the wheel, it has no community of interest with the town nor friendliness for it. Cold dollars and cents are its motto, and if you haven't got the

money you needn't come around. The local retail merchants, on the contrary, are the strong men of their community. They represent its business element, its capital, its commercial energy and intelligence. The whole system of civilized government is made up of instances where the rights of one man are curtailed for the good of the many. Admitting that the Government, in the abstract, should aid consumers to buy in the nation's market, should that right not be withheld if its exercise will injure a class of business men without which no community can amount to a row of pins?

The "Grocery World and General Merchant" does not blame the confectionery

**The Unfair Features
of the Pennsylvania
Food Law.**

and various other interests for feeling aggrieved at the partiality shown certain interests in the Pennsylvania food law of 1907. The act is full of inconsistencies, and if the public interest did not so clearly demand the existence of some such protective statute, it would probably have been declared unconstitutional long ago.

For instance, take the point commented on by Judge Martin, of the Philadelphia Quarter Sessions Court, in granting a new trial to Christian Pflaum, Philadelphia candy maker, during the week. Paragraph 5 of Section 3 of the law allows food, other than confectionery, to be sold containing a variety of chemicals, pro-

vided they have not been "added," whatever that may mean. Confectionery, however, cannot be legally sold if it contains those ingredients, whether they are "added" or not. More than that, molasses and dried fruits may lawfully contain sulphur dioxide, while if anything else is found to contain it the seller pays a fine or goes to jail. In the case of benzoate, all articles "in which it has heretofore been generally used" may use it, but if anybody else tries to, he violates the law.

One of the most glaring injustices is the fact that only the retail dealer is set free if he can show a guarantee. Why should that right not be given as well to the jobber, or even to the manufacturer? Any one, handling or selling food or food ingredients under the belief that they are pure, which belief rests on a guarantee from the seller, who alone can know, should be freed from prosecution upon the production of the guarantee, for the same reason the retailer is freed—because the guarantee shows that he has done all he could to obey the law. Yet under the Pennsylvania act, a jobber can show a dozen guarantees from the manufacturer, but they do him no good; and neither would it benefit a manufacturer of mincemeat if he showed a guarantee from his cider manufacturer that his cider was pure.

All these are exhibitions of gross favoritism, and there is no excuse for any of them. They

make the law bad ethically if not legally and if there was not such a large public interest at stake, the Supreme Court would almost surely declare it wholly or in part unconstitutional.

The recent meeting of the Ontario, Canada, Wholesale Grocers' Guild adopted

**This is a
Good Plan.**

the following important resolution regarding the maintenance of limited prices:

Whereas, Our association has been advocating for some years the advisability and necessity of having all staple lines sold on the contract selling plan, and as we are now in a legal position to take up some definite action and endeavor, as far as possible, to have our desires carried out, we recommend that this meeting consider the advisability of having a joint official appointed by the retailers, wholesalers and manufacturers, whose exclusive duty it will be to interview the trade to promote the same, and to investigate all charges that are made by any member of the trade of the violation of any contract so given.

In other words, the plan seems to be the appointment of some reliable man who will represent the cause of limited prices, and in representing that will necessarily represent both jobbers and retailers, who are equal beneficiaries. The plan would decidedly bear a trial in this country. The limited price principle is in a very ragged condition here. Manufacturers are struggling under the load of a Supreme Court decision, which makes the holding of fixed prices, more than ever before, a matter of moral suasion—a logical demonstration, in other words, that limited prices afford the greatest possible protection against both the wholesale and retail cutter.

There is not a single limited price in this country but is broken. Certain jobbers give rebates in one way and another, and seem not to realize the nature of their act when they subsequently testify to maintaining the price in every case. And when they do that there is at present nobody to prosecute any effective exposure or resistance. To be sure there are associations perfectly able to do so, and willing to, but in the present condition of the trade jobbers will not inform

The Johnson Articles on Practical Store Management

The articles by Henry Johnson, Jr., on Practical Store Management will begin in earnest in the next issue of the "Grocery World and General Merchant." An introductory article, outlining the scope of the series, appeared in the issue of July 17th. The "Grocery World and General Merchant" desires to emphasize what was said of these articles in that issue—that as they are written by a man who for years has made the retail grocery business pay, they will be of the utmost practical value. Subscribers are invited to submit their personal problems for discussion.

in their fellow-jobbers, and retailers who are the beneficiaries of forbidden rebates naturally will not betray the hand that fed them. If some wise, honest and capable man with the confidence of both parties could be appointed to protect the limited price plan in general, it is probable that immense good would begin to flow from the move almost at once.

Every day or two nowadays the newspapers report the exposure of manufacturing or selling concerns in some line, who have

unlawfully combined to protect their profits. One day it is the Steel Trust, the next the Sugar Trust under the late H. O. Havemeyer, and the day after that the lumber interests. These three and many others are accused—and some have plead guilty—of conspiring among their several units to destroy competition and thus eliminate the only factor which brings profits down.

Suppose the courts finally establish the contention that no combination of any character is legal which is formed for the purpose of preventing competition from becoming excessive or destructive, what will happen? What is excessive or destructive competition? We have it in many lines to-day. It is the competition which, without combination, is bound to ensue when there are too many sellers for the number of buyers. It is the competition which in its vain struggle to preserve life squeezes profits to the vanishing point and beyond. Remembering that combination is the only preventative of this condition when there are too many sellers, what will happen when combination is eliminated? Obviously, the death of the weaker contestants—the survival of the fittest, in other words. Combination which destroys competition is bad, but is not the heartless survival of the fittest worse?

All the evils against which we are struggling, the lawless combines that inflate prices, the fraud, the lying, and the corruption of the concerns behind the combines, the growing unscrupulousness of men and corporations where business is concerned—every one of these things is the direct result of allowing too many men to engage

in all lines of industry. There are too many retail grocery stores, therefore the average grocer's return from his business hardly pays him laborer's wages. There are too many of this and too many of that, with the result that some must die, or the margin of profit, to sustain them all, must be excessive.

How can the number of workers be kept from becoming excessive? Frankly, the writer doesn't know, but we venture this prediction that sooner or later, probably sooner, something of that kind will be successfully done.

CORRESPONDENCE.

To Buy Eyeglasses at Wholesale.

Millmont, Pa., July 24, 1911.
To the Editor.

Dear Sir:—Please give me the address of manufacturers of eye glasses or lenses to suit people who need stronger lens for one eye than the other, and otherwise need special made-to-order frames and lenses to suit them. We have a stock of ready-made glasses on hand, but would like to have the address of a good reliable house we can get them to order at a reasonable wholesale price. We will thank you in advance for this information. Respectfully,
E. ROYER.

A good manufacturing and wholesale optician is D. V. Brown, 736 Sansom street, Philadelphia.

Makers of Cardboard Containers.

Albany, N. Y., July 24, 1911.
To the Editor.

Dear Sir:—Kindly give us the names of manufacturers near Albany who make cardboard shipping containers.

Respectfully,
EST. F. DELAHANT.

Write any or all the following: Thompson & Norris Co., Brooklyn, N. Y.; Simpson, Morehead & Co., Albany, N. Y.; Hinde & Dauch Paper Co., New York City; Levison & Lamb Mfg. Co., New York City; National Folding Box and Paper Co., New York City; E. Eckhardt, Troy, N. Y., and J. Leggett & Son.

Watermelons are coming in from South Carolina and Georgia, and North Carolina will begin to ship soon. The range is 15 to 40 cents and the demand is fair, though most of the receipts are too ripe.



Maybe you saw the Grocer's Sign?

One grocer did a flattering thing the other day. He put a sign in his window reading:

We have other things as good as Gurnse Butter

This bears out what we have repeatedly said: That a store is partly judged by its butter, and a high grade, absolutely uniform butter like **Gurnse** is sure to be a real advertisement for any store that features it.

Gurnse butter is our own pet product. It is fastidiously made in our own dairies and is the absolute limit of butter quality.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St. Philadelphia, Pa.



Saves Bags Steps Time Money

If your store isn't making money chance is there are a score of little economies you could make which combined would have a surprising effect on profits.

Take the **Dunnigan Paper Bag Holder**, which holds 900 bags,

yet fills only a square foot of counter space. You can put any number of sizes on it up to 18, from a 20-lb. bag down to a 1-lb. bag.

Bags are put on the holder in the twinkling of an eye and a clerk can take one out while he walks past without even stopping. The holder revolves and any bag wanted is instantly under the hand. Every bag comes out whole, clean and smooth.

This is a little thing that not only saves every factor connected with it, but *helps*—helps the service and the looks of the place.

It is a thoroughly good looking fixture. Price, **\$6.00.**

Manufactured by

Dunnigan Paper Bag Holder Company
AMSTERDAM, N. Y.

Canadian Reciprocity Passes—Its Effect on Tariff and Its Probable Effect on Prices

Both Houses Pass Bill Lowering American Tariffs on Certain Canadian Food Products and Admitting Others Free. Effect Upon Various Named Duties. Believed that Bill Will at Once Inspire Canada to Increased Productiveness, Which Will Have Effect on Prices Here.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

July 28, 1911.

The bill to provide reciprocity between the United States and Canada as to tariff rates has passed the Senate and was signed by the President some days later. It has not yet been ratified by Canada, but will go before Parliament there and later be voted on by the entire country. It is as certain to be adopted as anything can be.

As explained when the bill was first introduced, it places several Canadian food products on the free list, and will thus allow them to enter this country at much reduced cost. On other Canadian products it reduces the tariff, and will have the same effect, though in reduced degree.

Upon the following food and kindred products the bill reduces the duties, as stated:—

Fresh meats. Present United States tariff 1½ cents per pound. New rate 1¼ cents.

Bacon and hams. Present United States tariff 4 cents per pound. New rate 1¼ cents.

Meats of all kind, dried, smoked, etc. Present rate 25 per cent. New rate 1¼ cents per pound.

Canned meats and canned poultry. Present rate 25 per cent. New rate 20 per cent.

Extract of meat. Present rate 35 cents per pound. New rate 20 per cent.

Lard. Present rate 1½ cents per pound. New rate 1¼ cents per pound.

Lard compounds and cottolene. Present rate 25 per cent. New rate 1¼ cent per pound.

Tallow. Present rate ½ cent per pound. New rate 4-10 cent.

Canned vegetables. Present rate 40 per cent. New rate 1¼ cents per pound.

Wheat flour. Present rate 25 per cent. New rate 50 cents per barrel.

Rye flour. Present rate ½ cent per pound. New rate 50 cents per barrel.

Oatmeal and rolled oats. Present rate 1 cent per pound. New rate ½ cent.

Cornmeal. Present rate 40 cents per 100 pounds. New rate 12½ cents.

Buckwheat flour. Present rate 25 per cent. New rate ½ cent per pound.

Split peas. Present rate 45 cents per bushel. New rate 7½ cents per bushel.

Prepared cereal foods. Present rate 20 per cent. New rate 17½ per cent.

Macaroni and vermicelli. Present rate 1½ cents per pound. New rate 1 cent per pound.

Sweetened biscuits and wafers. Present rate 3 cents per pound, plus 15 per cent., or 50 per cent. New rate 25 or 32½ per cent.

Candied fruits. Present rate 1 cent per pound, plus 35 per cent. New rate 32½ per cent.

Sugar, candy and confectionery. Present rate 4 cents per pound, plus 15 per cent., or 50 per cent. New rate 32½ per cent.

Maple sugar and syrup. Present rate 4 cents per pound. New rate 1 cent per pound.

Pickles, sauces, etc. Present rate 40 per cent. New rate 32½ per cent.

Non-alcoholic fruit juices. Present rate 70 cents per gallon. New rate 17½ per cent.

Bottled mineral waters. Present rate 30 cents per dozen quarts. New rates 17½ per cent.

The rates given above as "new rates" will also be the rate which Canada will henceforth charge on the same product when made here and shipped into Canada. The old Canada rate on the products named has of course differed from the old rate here.

Under the reciprocity measure, the following products will be admitted to this country from Canada free of all duty. Heretofore they have all paid some duty, which has of course been added to the selling price in this country:

Cattle, horses, hogs, sheep, all other live animals, poultry, wheat, rye, oats, barley, buckwheat, edible dried peas, edible dried beans, maize, hay, straw, cow peas, potatoes, sweet potatoes and yams, cabbages, onions, tomatoes, fresh; all other fresh vegetables, mineral waters, natural, not bottled; apples, fresh; cherries, fresh; peaches, fresh; edible berries, fresh; grapes, cranberries, plums, fresh; currants, fresh; all fresh fruits, melons, dried apples, other dried fruits, butter, cheese, fresh milk, fresh cream, eggs, honey, cottonseed oil, cod, halibut, fresh, not in barrels; herrings, fresh, not in barrels; herrings, pickled or salted; mackerel, fresh or pickled; sea fish, other, except preserved; sea fish, other, preserved; salmon, fish, other articles the produce of fisheries, oysters, lobsters, fish oil, salt, wrapping paper.

Canada will also admit the above products free when raised here and shipped there.

There is still a great variety of opinion here as to what effect the new system will have upon the cost of living in the United States; whether, in other words, the prices of such products as will now be admitted to this country free of duty, or with a lowered duty, will be reduced. The President is on record with the statement that the effect upon prices will probably be nil, the chief effect being a widening of the American market. The consensus of the most intelligent opinion seems to be that the Canadians, who are intensely energetic, will be inspired by the removal of the American duty on their food products, to largely increase their production, and that when that time comes the effect of the increased supply upon prices here is reasonably sure to be marked.

HOLT.

California Honey Crop Short.

With fewer bees because of the hard winter and a shorter time for them to work, due to a late season, the total honey crop this season, it is predicted, will be little more than half the production of a

normal year. Honey brokers say the buyers there sent out reports that the prospective yield in the seven southern California counties will be about 125 carloads, with about 100 cars from the coast counties and the Sacramento valley, a total of 225 carloads from the State. The yield in a normal year is between 350 and 400 carloads. Last year's crop was little larger than that predicted for this year. The season, which lasts for about 100 days ordinarily, started about ten days late, and will be that much shorter. White honey started the season and is holding firm at around 7½ cents a pound, carload lots to Eastern buyers, which level was not reached until late in the season last year. This season's present price is from 1 to 1½ cents above normal for the whole crop.

AMERICAN SUGAR REFINING CO. OWNED UNION PACIFIC RETAIL TEA STORES

(Continued from page 6.)

John E. Searles, the secretary and general counsel for the Trust. Some of these letters were as follows:—

My Dear Mr. C. A. S. (Claus A. Spreckels).

Please do nothing foolish about selling refined. I am a little apprehensive on the subject, perhaps unwarrantably. I think you could safely keep a week or so ahead to protect yourself, but raw might turn against you, or refined advance. We are 4 1-16, asking 4/8 and oversold. Do get all you can for your product. Has any thing irritated you?

Yours sincerely,
H. O. H.

My Dear Sir:—I called you up at 4.10 this afternoon respecting refined, but you had gone. We went up to-day on our fine granulated to 4¼ cents, both here and in Chicago, which I trust helped you out in disposing of some of yours, and to-morrow morning we shall open the market at 4¼ for both standard and refined. The Philadelphia houses will also advance their prices, it being understood that you will do the same. As I may be detained in the morning, I have been obliged to arrange our prices to-night, and assuming that you will co-operate, have ordered the market as above. Please comply.

I go to Lenox to-morrow afternoon, leaving my office at 2.30. If you can come over so as to meet me before that hour, I shall be glad to confer with you; otherwise please call me up on the phone at 10.30 in the morning, and oblige

Yours very truly,
JOHN E. SEARLES, JR.

Dear Sir:—I am in receipt of statements of melting for last week, by which I see that you maintained your meltings at an average of 1,762,539 pounds during the week. I suggested on Tuesday last a reduction in your meltings to correspond

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

Over 200 Rebuilt Cars Here

Every One Has Been Put in Perfect Order

Here's a splendid chance to get the make you've set your heart on. Because it has been used, you'll get it at a big discount. Have it torn down for your inspection, and

PAY MONTHLY WHILE YOU'RE USING IT

Our five-months' guarantee and your delayed payments are all the protection you could wish. Come in and look over our stock—no obligation to buy.

Car Owners: Your car put in order without cost to you. Cash for you when it is sold—no matter if the customer buys on time.

Cars Altered Into Delivery Wagons

We use your old body or build you a new one from \$25 to \$50.

Penn Square Automobile Co.

J. F. BROWN, Proprietor

1420-22-24-26-28 South Penn Square, 100 Yards South of Broad St. Station

Flies Fear Electric Fans

The Philadelphia Record of July 25th says:—

"Practically the only thing a fly is afraid of is an Electric Fan. An Electric Fan will keep flies off from windows, showcases, candy and food stuff exposed for sale, or from vegetables, if allowed to play over the place or wares to be protected. More than one merchant has found the Electric Fan invaluable to keep flies out of the store. By placing a fan near the main entrance, so that the air current flows toward the doorway, very few flies will enter. Flies take little comfort in a room where an Electric Fan is in operation.

"Aside from keeping the rooms cool and sweet, the Electric Fan is very valuable to drive away flies. This deadliest of all household pests likes stagnant air, hot and stuffy rooms and is not found at all where the air is pure, clean and vigorously stirring."

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.

Whenever liquidation

causes the sale of grocery stocks it is interesting to note the absence of any Fels-Naptha soap.

A clear indication of the steady demand and the continuous, even sale: due to the *quality* of Fels-Naptha soap.



with that which had been made by the other Philadelphia houses, and which we are also making in New York. I understood you to concur in the arrangement to reduce meltings to 1,600,000 pounds, i. e., 20 per cent. reduction. In view of your heavy accumulation of refined, I suggest that you make such a reduction at once.

In fact, I think if you reduce to 1,500,000 pounds you will still make all that it is possible to sell and find it very difficult to reduce your accumulation. The time has come when we must either make a substantial reduction in melting or break the market, and I think the former will pay the better.

Yours truly,
JOHN E. SEARLES, JR.

Dear Sir:—Notwithstanding your positive assurance to the contrary, I learn that your firm did sell granulated yesterday in Richmond at $4\frac{3}{8}$ delivered. This fact having been proved to the satisfaction of Messrs. Harrison, Frazier & Co., they and Knight followed suit, and I learn this evening that you are offering sugars at $4\frac{1}{4}$ in Philadelphia. The A. S. R. Co. will follow the market, and the probability is that we shall soon see 4 cents for granulated as the result.

This may be good business management, but I do not believe it. I think you are simply throwing away money.

Yours truly,
JOHN E. SEARLES, JR.

After Mr. Spreckels had finished Henry C. Mott, purchasing agent for the American Sugar Refining Co., denied that the company ever fixed the purchasing price of sugar, or manipulated the Louisiana raw sugar market or did any of the things that Mr. Spreckels had charged. From Mr. Mott was brought out the fact that the American Sugar Refining Co., besides entering the coffee, cooperage and lighterage business, had purchased control of the Union Pacific Tea Co., which had a string of retail stores throughout the country. Mr. Mott could not say why the company had done this.

HOLT.

These Goods Have Been Condemned.

United States Government Successfully Prosecutes More Food and Drink Products Under Federal Food Law. Cases Certified to this Journal by the Department of Agriculture.

The "Grocery World and General Merchant" has received detailed reports of the following cases brought by the Department of Agriculture for adulteration and misbranding under the Federal food law:—

JUDGMENT No. 817—ADULTERATION OF OLIVES.

On or about September 16, 1910, there were shipped from New York into Pennsylvania two consignments

of olives of, respectively, 15 and 4 barrels. The shipment of 15 barrels was made by Psaki Bros., New York, N. Y., and said barrels were labeled: "I. H. M. 21,316 Cacciola Bros., 913 Christian St., Phila., Pa.," and the 4 barrels were shipped by Vincenzo Arezzo & Co., of said city, and each of said barrels was labeled: "New York—Cacciola Bros., 913 Christian St., Phila., Pa., B. & W." Samples were examined and the product was found to contain a considerable number of worm-eaten and decayed olives, and therefore to be adulterated.

The Court seized and destroyed the goods.

JUDGMENT No. 819—MISBRANDING OF OLIVE OIL.

On or about October 9, 1909, A. Fiore, doing business as A. Fiore & Co., New York, N. Y., shipped from New York into New Jersey a quantity of a food product labeled: "Olio d'Olive Puro Marca Colombo, Pure Olive Oil." Samples were analyzed and the product was found to contain more than 75 per cent. cottonseed oil.

The defendant plead guilty and the court suspended sentence.

JUDGMENT No. 821—ADULTERATION OF TOMATO CATSUP.

On or about December 10, 1910, R. C. Chance's Sons, Mount Holly, N. J., shipped from New Jersey into Massachusetts two consignments of tomato catsup of, respectively, 350 and 175 cases. The 350 cases were labeled: "Mayflower Brand Tomato Catsup"; 100 of the remaining cases were labeled: "Home Brand Tomato Catsup"; and the remaining 75 cases were labeled: "Sogood brand Tomato Catsup," all of these products having been manufactured by R. C. Chance's Sons, Mount Holly, N. J. Samples were examined, and in due course libels were filed in the District Court of the United States against the said 350 cases and 175 cases of tomato catsup, respectively, alleging the products so shipped to be adulterated within the meaning of the act, in that they consisted in part of filthy, decomposed and putrid animal and vegetable substances, and praying seizure, condemnation and forfeiture of the products. The Chance concern made no claim for the goods and they were destroyed.

JUDGMENT No. 823—ADULTERATION AND MISBRANDING OF LEMON EXTRACT.

On or about March 21, 1909, Jacob Frank, Charles Frank and Emil Frank, trading under the firm name and style of Frank Tea and Spice Co., shipped from Ohio into Kentucky a quantity of so-called lemon extract labeled: "P. & S. Brand Extract Terpeneless Lemon—Artificially colored. The Frank Tea and Spice Co., Cincinnati, Ohio." An analysis of a sample showed that a dilute solution of alcohol and water was substituted in part for the terpeneless lemon extract.

The Franks plead guilty and were fined \$200.

JUDGMENT No. 832—MISBRANDING OF OLIVE OIL.

On or about November 25, 1909, the Italian Importing Co., New York City, shipped from New York into Oregon a quantity of a food product labeled: "Olio soprafino Savoia Brand Salad Oil"; very small type at bottom of label, "a compound winter pressed cotton salad oil, flavored with pure Italian Olive oil, packed in U. S., complying with Pure Food Law." Samples were analyzed and the product was found to consist largely of cottonseed oil.

The defendants were prosecuted, tried, found guilty and sentenced to \$50 fine.

The same concern was also fined the same amount for selling adulterated pepper.

JUDGMENT No. 836—ADULTERATION OF LADLED BUTTER.

On or about July 7, 1909, Frank Crawford, New York, N. Y., shipped from New York into Massachusetts a quantity of a food product labeled "Ladled Butter." Examination of samples showed it to contain an excessive amount of water.

Crawford plead guilty when prosecuted and was fined \$100.

JUDGMENT No. 841—ADULTERATION AND MISBRANDING OF COFFEE.

On or about May 6, 1910, the Thomson & Taylor Spice Co., Chicago, Ill., shipped from Illinois into Colorado a consignment of coffee labeled: "One Pound Siems Genuine Java and Mocha 40c. Roasted Coffee. Roasted and Packed for H. J. Siems & Sons, corner Clayton and E. 3d Avenue, Denver, Colorado." Samples were examined and the product was found to be a blend of about one-half Dutch East Indian, probably Padang, and one-half Bogota, and to contain no Mocha coffee.

The Thomson & Taylor Co. plead guilty when arrested and was fined \$200.

JUDGMENT No. 844—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about April 13, 1910, S. W. Jennings and Carl C. Jennings, doing business under the name of Union Vinegar Co., Cincinnati, Ohio, shipped from Ohio to Kentucky a quantity of alleged vinegar labeled: "Empire Brand—Fermented—Apple Juice—Purity Guaranteed—Cider Vinegar. Made Oct. 9, 50. Union Vinegar Co., Cincinnati, O." The vinegar contained in this barrel is pure cider vinegar made from Apple Juice. We guarantee it to conform to the Pure Food Laws of all States regulating the sale of vinegar. Union Vinegar Co., Cincinnati, O." Samples were analyzed and the product was found to consist in whole or in part of a dilute solution of acetic acid and a foreign material high in reducing sugars prepared in imitation of cider vinegar and deficient in acid strength.

The defendants plead guilty when prosecuted and were fined \$10.

Martindale Goes to Taft for Dr. Wiley.

Widely Known Philadelphia Grocer Makes Some Straight Talk to President Against Chief Chemist's Summary Dismissal. Taft Says He'll Do Nothing Except After Careful Consideration.

Thomas Martindale, the well-known Philadelphia grocer, is one of the most doughty supporters which Dr. H. W. Wiley, the chief Government chemist, has, against the present effort to dismiss him from the Government service. Several days ago Mr. Martindale appeared before a Philadelphia meeting of pharmaceutical associations and delivered a scathing arraignment of the interests which are reported to be after Dr.

Wiley's position. During the past week he has also written the President the following letter:—

Philadelphia, July 21, 1911.

Honorable Wm. H. Taft,
President of the United States,
Washington, D. C.

Dear Mr. President:—Long before the Pure Food Law was passed, a large number of earnest, self-sacrificing business men met in Washington during various sessions of Congress to advocate and work for the passage of a National Pure Food and Drug Act.

Under the title of the National Pure Food Congress delegates convened from many States in the Union; thirteen of these States at that time having a Pure Food Department.

I had the honor of representing the State of Pennsylvania at the meetings of this congress, and was elected a vice-president of that body and president of the Pennsylvania delegation.

During our close consideration of the many complex phases of a National Pure Food Law, we were so materially helped by Dr. Harvey Wiley that I very much question if the present act could even have been passed in our time and generation without his aid. I, therefore, have had an opportunity of studying him at a close range, under all sorts of perplexing problems and unique conditions that would completely stagger any man who had not had his scientific training and without his wonderful personality. Mr. President, it takes a man with rare courage, with inflexible honesty, with an extraordinary level head, combined with ripe experience, and infinite patience to successfully and fairly administer the office of Chief Chemist in the Pure Food Department of this country.

Please take it from me that Dr. Wiley has all of these qualifications in a most generous measure. Pardon me for saying this, but I feel positive that you will commit a grave and irremediable error if you permit this well-trying man to be sacrificed to satisfy certain special interests, who would rejoice beyond measure at his removal.

I really look upon him as the protector of the vital interests of the common people. If he should be forced out of office, every housekeeper and every citizen who has to work for a living would lose a forceful and courageous defender. Indeed, it would be nothing less than a National calamity to permit this proposed dismissal to become effective.

Mr. President, I do not and cannot believe that you will allow yourself to become responsible for such an action, and I earnestly trust that you will, on the contrary, support Dr. Harvey Wiley, rather than crush him unjustly.

Yours truly,
THOMAS MARTINDALE.

The President answered through his secretary as follows:

THE WHITE HOUSE,
Washington, D. C.
July 22, 1911.

My Dear Sir:—The President directs me to say, in reply to your letter of the 21st instant, that he will take no action in respect to Dr. Wiley until after a careful consideration of the whole case.

Sincerely yours,
(Signed) CHARLES D. HILLES,
Secretary to the President.
Mr. Thomas Martindale,
Philadelphia, Pa.



Henry Ruetschlin, of the wholesale grocery firm of Rauch, Ruetschlin & Co., president of the Textile National Bank and interested in several other enterprises, died at his home, 1211 Lehigh avenue, last Monday after a long illness. He was 51 years old and is survived by his widow and one daughter. He had been identified with the Textile Bank since he helped to organize it in 1904. Aside from his other interests Mr. Ruetschlin was president of the American Drying Machinery Co., president of the West Susquehanna Building and Loan Association, and Director of the Kensington Trust Company. He was also a trustee of Cookman M. E. Church.

The "Cooked Rolled Oats Co." was granted a charter by the State of Delaware during the week with a capital of \$200,000.

The Philadelphia Retail Grocers' Association will hold its annual picnic at Chestnut Hill Park next Wednesday, August 2d, on which day the local grocery stores take the usual holiday. If the plans under way by the committee carry out, it will be a great day. Sports of various kinds in the afternoon, dancing and fireworks in the evening.

The scarcity of lentils abroad has forced the market up almost 1 cent per pound. Some New York concerns who bought ahead have made a large profit.

Almost every grocery store in Germantown was closed all day last Wednesday on account of the excursion of the Germantown Business Men's Association to Atlantic City.

The recent conviction of Christian Pflaum, a local candy manufacturer, for selling marshmallows containing sulphur dioxide, was reported in this journal at the time. He at once applied for a new trial, and last Tuesday the local court granted him one. The case was defended by the National Candy Manufacturers' Association, who attacked the con-

stitutionality of the Pennsylvania food law of 1909. The court in its opinion makes several remarks which indicate a belief that the food act is not sound, but nevertheless the decision to grant a new trial was not based on that ground. The court decided that a new trial must be had because there was not sufficient evidence at the first one that Pflaum had sold marshmallows containing "added" sulphur dioxide, as the law requires.

Practically all brands of condensed milk advanced about 10 per cent. during the week, due to the scarcity of fresh milk. The hot spell in the West caused a

drought, and the milk supply sharply fell off. The market may go higher from the same cause. At present it is not materially different from last year.

Work will be begun in a few days for the erection of a \$40,000 sausage plant at 425 to 429 Fairmount avenue for M. Zimmerman Co., of New York. The plans provide for a two-story and basement building of brick, with a frontage of 39 feet 9 inches and a depth of 150 feet 4 inches to Olive street. M. Zimmerman Co. own and occupy the property at 717 North Second street, which will be vacated upon the completion of the new building.

Western Cereal Co. Wants to Use Premiums in Spite of Law.

The Minneapolis Cereal Co. has started an action in the district court at Lincoln, Neb., for an injunction against Governor Aldrich and W. R. Jackson, Deputy State Food Commissioner, to prevent the officials from enforcing that section of the pure food law which prohibits the giving of premiums with food products. The company manufactures a breakfast food and with each package throws in a spoon. It alleges that an effort on the part of the State officials to enforce the act would result in serious injury to its business.

Important to Grocers and Dealers

A PERPETUAL INJUNCTION

has been issued by the U. S. Circuit Court,
Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO
and

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates
like or similar to those used in

"Royal" Electric Coffee Mills

patents on which were granted to the A. J. Deer Co. M'ch 29, 1910

Infringers Take Notice!

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from \$75.00 up. If interested we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills

(The Mill that cuts the coffee.)

Meat Choppers, Drills, Meat Slicing Machines
Coffee Roasters

58 West Street, Hornell, N. Y., U. S. A.



CXIII.—The Status of the Man Who Innocently Makes, Uses or Sells an Article Infringing Upon Patent, Trade-mark or Copyright.

What is the legal status of a manufacturer, merchant or artisan who innocently and in entire ignorance of the facts makes, uses or sells an article which is an infringement upon some patent?

I have had several experiences recently which convince me that some information on this subject is needed. Not long ago a salesman for a computing scale manufacturer was endeavoring to sell a number of his scales, on very favorable terms, to a large retailer. "Didn't I see in some paper that so and so had sued your company for infringement of his patents?" asked the retailer during the negotiations. "That is true," said the salesman, "and we shall defend the suit. But our fights do not touch buyers of our scales; the suit affects nobody but us, and you can therefore buy these scales with perfect safety."

The salesman's statement was wholly wrong. The person making, using or selling an infringing article, however ignorantly or innocently he does it, is equally guilty under the law with the man who knowingly and with fraudulent intent constructs an article which infringes upon another's patent. This is an apparently illogical and unfair attitude, but nevertheless it is the law. The theory on which it rests is that the fundamental principle of patent infringement is violation of the property rights of the owner of the patent. Obviously this is not a matter of intent—the property rights of the owner of a computing scale patent, for example, are violated in the same degree by merchants who use an infringing scale innocently and by those who do it knowingly.

The Government will protect the owner of a patent in three rights—that of making, using or

selling the article embodying the patent, or bearing the patented design, if it is a design patent. And more than that, the owner of an infringing article will not even be permitted to give it away as a premium, for this the law holds to be a constructive sale.

To explain this a little, take a manufacturer or merchant who runs across a little mechanical appliance to do, in some improved way, any one of the thousands of things that need to be done about a factory or a store. The appliance is patented and bears notice to that effect stamped in the metal. The thing is simple, and the manufacturer or merchant makes something like it. He is guilty of infringement upon the other's patent, and can be sued for damages.

He is even guilty of infringement if he has done nothing but make the infringement. Even more is he guilty if he makes and uses, and in the highest degree he is guilty if he sells. The latter is the way in which patent infringement usually amounts to the most—by the sale, through dealers, of articles embodying an infringement upon some patent. Even one such sale constitutes infringement and gives sufficient ground for a lawsuit.

Cases have frequently arisen, however, which have taken a little different turn from any of those above described. I refer to cases in which merchants or manufacturers innocently buy mechanical appliances and store fixtures—such as cash registers, computing scales, cash carrier systems, bookkeeping systems, and all manner of such things, and use them in their own business. If these are infringements upon some other man's patent, anybody using them, as I have explained, is fully as liable as the

maker himself, and his plea of ignorance, or even producing a guarantee from the firm that sold to him, that the article is not an infringement, is not under the law any defense whatever. If he can show entire ignorance of the facts, however, this usually has the effect of reducing the amount of damages which will be granted against him.

Neither is it necessary for the owner of a patented article to warn infringers as to anything about it. He can do what was done in a recent case—calmly wait until the manufacturer of an infringing article had made a considerable number, and actually sold them to tradesmen, and then swoop down upon the lot of them. Of course the gist of such a case is the question, is there an infringement? If there is, maker and seller are alike guilty.

There is one point, however, which has been flatly decided against the owner of a patent in every case in which it has arisen, and that is that the sale of the product of a machine or a process which infringes on a patent does not constitute infringement. For instance, the manufacturer of a breakfast food was granted a patent on a machine that did a certain work in a new way. Another manufacturer built a machine which infringed upon it, made a breakfast food and sold it. The manufacturer of the patented machine went after the other manufacturer, and also after all the wholesale and retail dealers who had sold the latter's product. The court held that while the manufacturer who had infringed the patent was of course liable, the dealers were not, because there was no patent on what they had sold, viz., the food itself, and therefore there was no infringe-

ment. The patent was on the machine, and only those who made, used or sold an infringing machine—not the product thereof—were liable.

Any person who infringes another's patent in any of the ways I have described can be sued for damages, but the prosecutor can recover only the actual damages he can show he has sustained. In other words, no damages can be collected as a punishment, but only such a sum as will make the injured part whole again. This includes, however, the profits which the owner of the patent might have made if there had been no infringement. This principle almost always comes into cases against merchants who have sold infringing articles.

The law as to trade-mark infringement is wholly different. The seller of an article which infringes another's trade name or trade-mark is not liable, unless he himself adopted the infringing name or mark. John Jones registers a trade-mark and adopts it on certain package goods, and James Smith unlawfully copies it. Smith is a manufacturer and sells his goods, bearing the illegal trade-mark, to various dealers at wholesale. Jones' suit here, under the trade-mark law, would have to be against Smith alone, as the responsible author of the infringing trade-mark, although if some retail dealer, after notice, persisted in selling the falsely trade-marked goods, the owner of the real trade-mark might obtain an injunction against him.

As to the sale of some articles which infringes upon a copyright, there is again a difference. Any person making or selling an article—book, advertisement, literary or musical production, chart, map, legal blank, engraving, cut, print, photograph, business forms, etc.—which infringes upon another's copyright, is liable only if he sells it knowing it to be an infringement.

(Copyright, July, 1911, by Elton J. Buckley.)

Question: "O. L. Weaver, Bellwood, Pa.—I have been reading the Legal Department of your journal for some time and am much interested in this department. I would like to know:—

If I hold a judgment execution note and it must be sued on to collect, is it better for me to sue direct with a justice of the peace, or does it make it stronger to

it in the hands of a lawyer and let him sue and I be a witness on the suit? Or would it still be stronger to sell the note to a third party and let them sue for a foreclosure?

Also, if a woman in Pennsylvania can claim a \$300 law when the said note was given for eatables that she helped to get and it?

Answer.—If the note you hold is a judgment note in the ordinary form, it does not need to be sued upon. If it is due, simply take it to the Prothonotary of your county court and he will enter judgment on the note against the debtor.

Q.—A woman in Pennsylvania can claim the \$300 exemption if she has not waived it. If it is she who signed the judgment note,

you will probably find that she waived it because the usual judgment note contains a waiver of exemption.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

The New York Letter

New York Retailers Preparing to Hold Annual Convention. Associations Generally to Discuss High Cost of Living. Uniform Food Laws to be Worked for by Trade Federation. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, July 27, 1911.

Arrangements have been completed for the annual convention of the New York State Retail Grocers' Association, to be held from Monday, August 7th, to Thursday, August 10th, in the Hotel Statler, Buffalo, N. Y. President John W. Lux, of the National Association of Retail Grocers, will speak at the opening day. Other well known speakers who will be heard during the convention will include Fred. Mason, the former secretary of the National Association, and A. C. Monagle, the secretary of the American Specialty Manufacturers' Association.

Charles M. Kolb, the president of the Buffalo association, will call the convention to order, after which an address of welcome is to be given by Mayor Fuhrmann. To this a response will be made by C. S. Tuttle, the former State resident.

Monday afternoon reports will be presented by the representatives from the various branch associations in the principal cities. President George Stadtlander, of the New York City association, will present the report of the dele-

gates to the last national convention.

Tuesday will be devoted to reports of committees and the reading of reports from more branch associations. There will be an excursion to Niagara Falls and a visit to the home of Shredded Wheat, where all will be entertained by the company at a banquet.

Wednesday there will be more reports from committees and branch associations and the Buffalo men will entertain the visitors at a big picnic.

Thursday the reports will be continued, officers will be elected and other business transacted. After the adjournment a banquet will be given in Convention Hall.

Plenty of time is to be given for the free and thorough discussion of all subjects of interest. The idea is to make the sessions in the nature of experience meetings, and for this reason the number of set speeches has been kept down. Secretary Charles Thorpe expects that there will be a large attendance and that all of the principal cities in the State will be well represented. Reduced rates have been obtained from the railroads.

BURK'S

"Butternut" Bacon

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs. It is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

Burk's Lard

(KETTLE RENDERED)

is guaranteed absolutely pure and to contain nothing but what comes from rendering good, wholesome hog fat. Moreover, everything that was in the hog fat is retained; none of the original properties are extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

Burk's Lard contains no Stearine

Notwithstanding the Government permits the use of 5 per cent. of Stearine in "Pure Lard" without mention being made thereof on the label, we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

The belief of a large part of the public that retail grocers are responsible for the high cost of living is likely to be the subject of discussion at early meetings of the various associations, including the convention of the State association. It is suggested that as erroneous statements on the subject have appeared from time to time in the public press, the retailers should do some active work in refuting such errors.

Six members of the National Wholesale Grocers' Association are to be included in the membership of a large committee on pure food and drugs which is to carry on a movement for uniform State and Federal legislation under the auspices of the National Civic Federation. This was announced after a meeting of the executive officers held Saturday in the Metropolitan Building.

President Seth Low has already appointed a large number of members to the committee and after all of the names have been selected the committee will meet for organization. This is a new line of work for the Federation, but the officers say that the food and drug questions, and methods of getting proper co-operation between Federal and State authorities have become issues of momentous importance.

The committee will include officers of various health, medical, drug and farmers' associations, also of labor unions and of manufacturing organizations. Among the members will be George L. Flanders, Albany, N. Y., the president of the National Association of State Food and Dairy Departments, and four of his associate members. The medical associations will be liberally represented.

The list as given out in a preliminary way does not contain any members of the retail grocers' associations or of various national associations of food manufacturers and packers.

The Wiley incident has given an opportunity to some of the up-to-date advertising writers to turn out some highly striking and effective copy. The most successful were probably the Heinz ads. and those of Francis H. Leggett & Co., both of whom endorsed Dr. Wiley's work and

charged that the plan to oust him from his position was engineered in the interest of food products that do not come up to the standards or by persons who wish to go back to the old adulterations.

Invitations have been received here to the fifteenth annual convention of the Association of State and National Food and Dairy Departments, to be held at Duluth August 21st to 24th. Various provisions of food laws and proposed improvements are to be considered, including questions relating to packages, weights and measures.

Barrels of potatoes must be of standard size when sold in this city after August 1st, and apple barrels must also conform to the standard after October 1st. This is the warning that has been sent out by Commissioner Walsh, of the city's Bureau of Weights and Measures, and the produce houses are sending notices to shippers and others, indicating that the Commissioner means business.

The short barrels are declared to be illegal even when they are branded "short."

Another ruling is that when apples or potatoes are sold in bags, boxes or other containers other than standard barrels, such containers must hold even bushels or fractions thereof or else must plainly be branded with the weight of the contents.

It is believed that this ruling will break up some fraudulent practices of dealers in the vicinity of the public markets, and especially among the sidewalk dealers who carry on retail business in the wholesale districts. Retail grocers have often complained that people are misled at these stands into supposing that they are getting bargains in wholesale prices, but are deceived as to the quantity. Many people see the prices at these stands and thus get the idea that their grocers are charging too much, when any difference is often explained by the short weights and measures.

Of course the new ruling affects the retail grocers as well as everybody else and so they must look to it that all their barrels and containers conform to the law.

The O. J. Gutekunst Fruit Co., Gowanda, N. Y., was incorpo-

rated this week with a capital stock of \$40,000 and is to manufacture cider vinegar and to deal in fruits.

Lemon importers are complaining that the new Government rules for determining rot allowances are already causing heavy losses. They say that the loss on the cargo of Anchor Line steamship the "Italia," recently arrived, was \$1,078. The 677 sample boxes which were detained by the inspectors were afterward sold separately and it is claimed that the proceeds were less than what would have been realized if the boxes were sold at the same time as the others, the difference being the amount mentioned.

SUMMARIZED MARKET CONDITIONS.

Roasters are buying spot coffee only for wants. The prices are steady, but the easier tone of the markets abroad is making buyers cautious. There is talk of a readjustment of prices from the high levels, but the strong control of conditions makes this problematical for the present.

Refined sugar is firm at 5.35 cents, less 2 per cent. for cash. Because of the advance in raws, narrowing the margins, predictions are made of higher prices in refined sugar. The refiners are not pushing sales to distributors who have unfilled contracts and are thus eliminating speculation. Withdrawals are in moderate volume.

Teas continue firm. Black teas, especially Formosas and Foo-chows, are in brisk demand. New Japans are moving better, although prices are strong and the uncolored standards still cause some anxiety.

There is a routine demand for rice, with prices firm in tone.

There is a strong demand for spot canned peas. Anything that can be bought around \$1 is eagerly sought. Medium grades have gone up about 10 to 15 cents and are now scarce at \$1.20 to \$1.35. The fancy grades are hardly to be obtained at all. There is not much activity in future peas and the packers are not eager, apparently, to take on new contracts at present. There is a hand-to-mouth business in spot tomatoes at 95 cents, warehouse. Packers are inclined to refuse fur-

ther orders for future State corn and beans because of the effects of the recent storm and prefer to wait until they know just what raw stock they will have.

In the last week or so there has been heavy booking of orders for California canned fruits on the basis of the opening prices, which at first seemed high. It is now said that the bulk of the business has been settled and that its volume is about equal to the advance purchases of a year ago. Some of the packers have advanced quotations on lemon cling peaches below the grade of extras about 5 per cent. Some of the packers have withdrawn their offerings in medium grades of apricots, cherries and plums.

There is not much buying of dried fruits, as the local jobbers bought somewhat freely earlier in the season, when prices were a little lower than at present, and they are now content to wait on to buy for actual requirements from time to time. Packers are holding prunes firmly. Dried peaches out of the new crop have an advancing tendency. California seeded raisins, old crop, have been quoted higher in the last week.

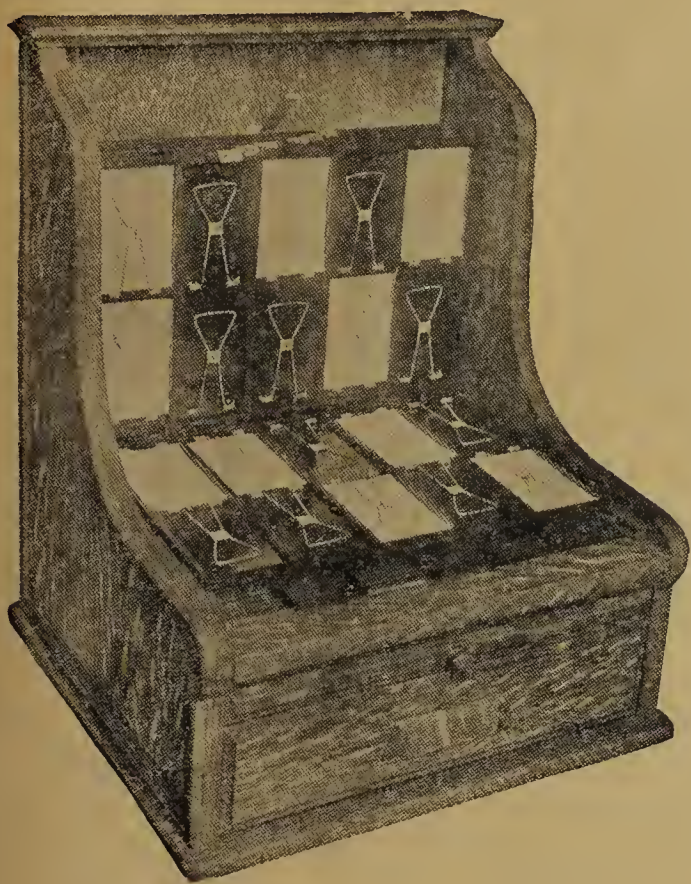
Although this is usually a busy time in flour, there is little doing. Buyers order only for requirements and seem to look for lower wheat and consequently lower flour prices later in the year. The spring wheat patents are quoted from \$5 to \$5.25.

Butter has been advancing little and the higher prices appear to have checked the buying movement, so that the advance has probably been carried as far as is likely to go for the present. The specials are now bringing 2 cents; extras 26 cents; firsts 23 to 24 cents.

Eggs, after advancing slightly have been steady. The quality of much of the receipts has improved and there is now an adequate supply of high grade eggs. The nearby white hennery eggs are bringing from 25 to 30 cents a dozen. The Western fresh gathered extras sell at 22 to 23 cents; extra firsts at 20 to 21 cents; firsts at 18 to 19 cents. Checks and dirties range from 15 to 13 cents.

FRED. A. MCGILL.

Potatoes are still decidedly high—65 to 70 cents per basket.



Sunday Creek Coal Co. Buys Twenty-four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago and after an open competitive test in which other so-called "accounting systems" essayed to prove their superiority.

¶ In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

¶ The same reasons why The Sunday Creek Coal Company bought only

With Only
One Writing **the McCASKEY**
SYSTEM The End of
Drudgery

should move you when you consider the installation of a one writing method of handling your accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand, The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

¶ This is what The McCaskey System will do for you :

¶ It will cut out your useless bookkeeping, copying and posting from one book to another, and from book to billhead and statement.

¶ It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.

¶ It prevents errors and the disputes with customers that follow.

¶ It collects money faster than any human agency, because every sales slip is a reminder to the customer of the money due you.

¶ It automatically limits the credit of those you wish to set a credit limit on.

¶ It enables you to prove your loss to the penny if your store burns.

¶ The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.

¶ The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of the McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "Always know what they owe."

¶ Every day you delay in installing the McCaskey System means a loss of dollars and trade to you. Write to-day for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.

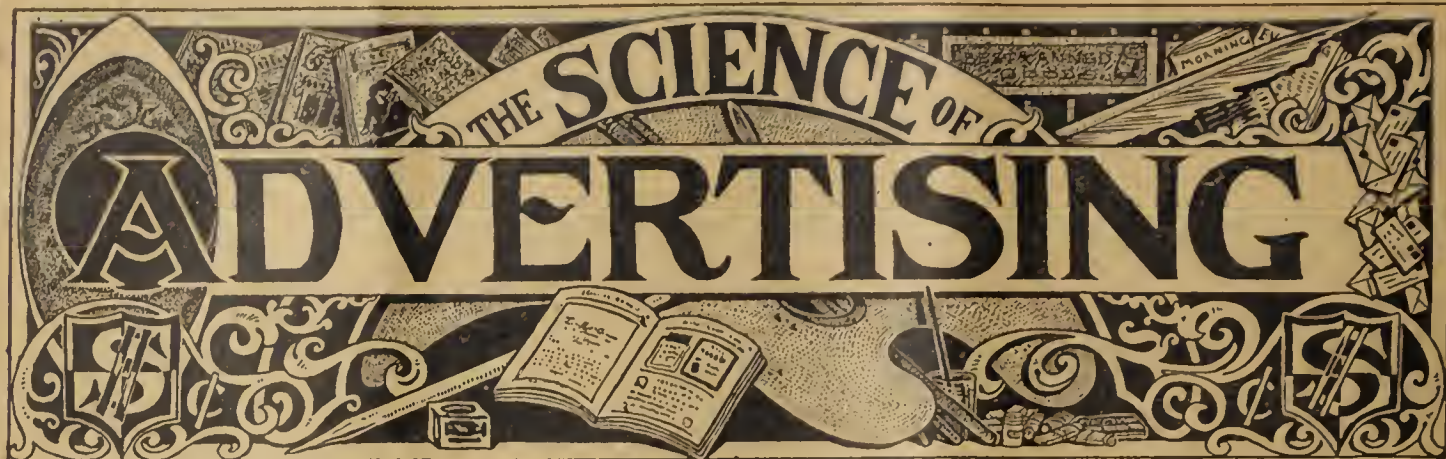
¶ It is cheaper to own a McCaskey than to do without one. ¶ Act now ; write before you forget.

THE McCASKEY REGISTER COMPANY

Agencies in all Principal Cities

ALLIANCE, OHIO

The Largest Manufacturers of Carbon Coated Salesbooks in the World



Philadelphia, Pa., July 20, 1911.
Editor "Science of Advertising."

Dear Sir:—We are inclosing one of our circulars for the criticism of your advertising department.

Yours truly,
THOS. C. FLUKE & Co.

The circular sent with this was really a little folder. It was printed in dark green on pink paper. There were eight pages, and the special point was summer specialties for city people who go out of town. A clever head piece for the cover is a photograph of a Fluke delivery car standing in front of the Pennsylvania Railroad Ferry House at the foot of Market street.

I don't think a great deal of the color combination here—green on pink. It isn't very attractive. The green isn't a very good green, and printing it over pink makes it poorer. Black ink on pink paper, or green on white or cream, would have been better, according to my idea.

Here is a photograph of the cover:—



Summer
1911
GOING AWAY
YOU'LL want the same GOOD QUALITY of food products, such as you've been accustomed to.— Let us ship your supplies—WHETHER Seashore, Country or Mountains. You can depend on us for THE FINEST PROCURABLE. We have free delivery service at nearly all the summer resorts on the Jersey coast, and will pay the freight charges on assorted orders of groceries in reasonable quantities throughout New England.
OUR NEW 60-PAGE CATALOGUE ON REQUEST
Thos. C. Fluke Company
1309 Walnut Street, Philadelphia
Kentucky Avenue and Boardwalk
Atlantic City, N. J.

It seems to me that the printer might have done better with this. The matter on this cover is rather jumbled, and it is a little crowded. I should replace the parallel rules at the side with a plain rule

border on all four sides, and I should cut out some of the capitals and italics in the text. A little extra room could be gotten first by setting the addresses in smaller type, and second by condensing the reading matter itself. Somewhat after this fashion:—

¶ Whether you go to Seashore, Country or Mountains, you'll want the same good food you've been accustomed to.

¶ Let us send your supplies wherever you are—you can call on us for the *finest goods produced in all our lines.*

¶ Free delivery at nearly all the Jersey Coast resorts, and freight prepaid on reasonable-sized assorted orders throughout New England.

¶ 60-page catalogue on request.

THOS. C. FLUKE & CO.,
1309 Walnut Street, Philadelphia, Pa.
Kentucky Avenue and Boardwalk
Atlantic City, N. J.

In the original there were 73 words; I have pared it down to 63; in other words I have saved what would be two lines in this sized type. Moreover, all the words cut out were in my judgment wholly unnecessary, which means that they were a positive detriment to the advertisement. For instance "you'll want the same good food you've been accustomed to" means precisely the same as "you'll want the same good quality of food products such as you've been accustomed to," and it wastes no time in telling it. So, it is unnecessary to say "we have free delivery service," etc. "Free delivery" conveys the same meaning with less than half the words.

The inside of this booklet is quite attractive. At the top of

each page is a pretty little line cut suggesting some phase of vacation pleasures—"at the seashore," "in the country," and so on. The text is little more than a price-list, though here and there is some explanatory matter. The selections are good: the book advertises coffee, tea, hams and bacon, dried beef in glass, cooked ox tongues, sardines, salmon, pickles, soft drinks, summer cheeses, olives, marmalades, fancy canned goods, canned soups, olive oil and so on, practically all things which the sort of trade sold by the Fluke store would want at this season. To show the style of arrangement I am reproducing what I consider to be the best page in the book:—



Alghieri Soups

From the kitchen of Alghieri, Grand Chef de Cuisine (25 years of a club internationally famous for its table), made at Cambridge, Mass. See our catalogue for full assortment and prices.

Bardet Brand Olive Oil

Bottled near Marseilles, France. Imported only by us and for our exclusive trade. The first pressing—purest oil cannot be produced.

	Each	Dollar
Large bottle	\$0.80	\$1.00
Medium bottle45	5.00
Gallon cans	3.50	

Moravian Mints

Made at Bethlehem, Pa., by a recipe known only to a few Moravian Sisters and still sold in the same house where they were first made over 80 years ago.—a delicious crystal-like mint.

Pound boxes	\$0.45
Half-pound boxes	25

As a reminder, I should expect to get some results from this booklet.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is sup-

plied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

ASSOCIATION NEWS

Wasco, Cal.

Several of the leading retail firms of Wasco, Cal., have organized themselves into a defensive movement against the mail-order concerns which take a large volume of trade out of rural California, as they take it out of the rural districts of every other State. The members of the combination have addressed the following open letter to the general public of the place:—

We, the undersigned merchants and business men of Wasco, wish to call your attention to a few facts that we think worthy of your consideration. Wasco is past the stage when one cannot secure nearly anything needed on the farm or in the house, as nearly all the lines of goods are either carried on hand or can be had on short notice. It is a matter of well-known fact that many thousands of dollars are sent to mail order houses that could be spent to as good or better advantage at home, and in that way help to build up your town and enable your home merchants to sell to you on a much smaller profit. If you spend a dollar here you might meet it again. Some people have a habit (although a very few) of sending to mail order houses when they have the cash, and buying at home when they need credit. We ask you to put yourselves in our place, and you will realize the injustice of the matter. A few things to take into consideration when sending away for goods are these:—

"In case you were to be sick for several months, will your mail order houses extend your credit until you are again able to attend to your business?"

"If you were to give a public entertainment would your mail order houses donate toward it?"

"When you build your new school house will the mail order houses help to pay your taxes?"

"If your money was tied up in a busted bank, could you write a letter to your mail order house and obtain credit until you could straighten out the matter?"

"If you had some eggs to sell, would your mail order house take them and pay you every cent he could get out of them, and probably more?"

"If your mail order house had some work to be done, would he give you a job?"

The above things are being done by your home merchants every day in the year and we believe they are men in whom you can place your confidence.

We hope no one will take offense at the above remarks, but will take them in the spirit in which they are given. We hope that you will give the matter your attention, and we assure you that at all times we will give you such treatment that will warrant you placing your order with us.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Honor the Office.—To-morrow morning or any morning an order may come from "the office" total-upsetting old methods, actually, doing away with an arrangement that has worked splendidly all the years you have been with the firm.

This change has been argued and studied out for weeks, probably for months.

The foolish clerk reads it over and says, "that'll never work—that's another crazy idea."

The progressive clerk, the fellow that is big and broad and can tell you how things are done over in the city will take that advice and say "that's fine—that's my idea of business exactly."

Honor the office if you are subject to office instruction. Honor your boss when he gives it to you straight from the elbow. In other words, never balk—fall in line.

Learn From Advertising.—Talk your goods the way the magazine and newspapers talk them. Get a hint from such ads. as the wider people put out on baked beans. The Baker concern on coffee. Curtice Bros. on canned chicken. Cuticura firm on soap. Tennessee Pure Food Co. on Jello. There is information in these ads. There is talking power in them. Not these alone, but hundreds of others in our line that you can get what writers call an "abstract" from—gist of the argument—that will be of the greatest help to you in selling goods. These ads. are written by brainy men who have studied the article from the field to the table. Use them.

Suggestion No. 1—Canned Codfish.—This fish was put in a can and sealed as soon as cured. There is no boning to bother with, no shredding to do. No soaking even. It is ready for the fish balls, fish hash or creamed fish for 10 and 15 cents.

Suggestion No. 2—Canned Spaghetti.—Here is that canned spaghetti that there is so much talk about. The spaghetti is all cooked and cut in small pieces. It is in a sauce that goes with spaghetti that you know more about than I do and customers tell us that it is really nice and just as economical as the kind they themselves prepare. Fifteen cents. Try it. "Thank you!"

Suggestion No. 3—Bottled Pickles.—We are advertising these pickles at 12 cents a bottle. They are the sweet midget kind as you will see. I notice there are something like 40 in a bottle. They certainly look dainty and will be nice to serve with a cold lunch, and certainly will be appreciated if included in the picnic basket.

Suggestion No. 4—Picnic Salmon.—We have been asked to introduce this size salmon because it is so convenient for small families. You will find the fish red and flaky like the Columbia River salmon. It has the true salmon flavor. It is oily but not coarse. Twelve cents.

Suggestion No. 5—Scotch Canned Fish.—Shall I include a can of Scotch fish in your order to-day? They make a splendid supper dish and are really very economical. This large can we sell for 15 cents, either plain or in tomato sauce.

It seems that the Scotch have a knack of making fish tasty. These are smoked before being cooked, and I understand the gravy, as they call it, is worth half the price.

From what I hear you are sure to like it. Send a can? "Thank you."

Grapes are coming in from North Carolina and command 35 cents per basket. The variety is Delawares. California Malaga grapes range from \$2.30 to \$2.60 per box.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

No Salesmen Used

If you really want to know what a figure salesmen's salaries cut in making the price of Coffee to you, compare the price you pay when you buy through salesmen with our price when we sell you by mail.

If you'll do that, we can stop arguing with you from then on.

We will gladly send you samples and prices or we will match your samples if you'll send them.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

LOWNEY'S
COCOA

MAKES
HEALTHY, HEARTY
CUSTOMERS

Who consume more groceries than drinkers of tea and coffee do. You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

Wholesome and Appetizing

MAGAZINES & BOOKS
FOR
LIBRARY SLIPS
ONE IN
EVERY PACKAGE



Feeding Some Other Baby First.

Gee whiz, but a man's a chump to starve his business to death to feed something else, ain't he? Seems as if you can't understand how a fellow can be so blamed blind.

Still, they do it—I've seen a lot of 'em—and I never saw but one that made out all right. The rest of 'em simply stunted their businesses instead of letting them grow into what they would have grown into if they'd had enough to eat.

And the thing that drank the business's milk didn't get fat on it either.

There's a mighty sore man up in Lehigh County, Pa., that knows better now. Whether it's too late to come back I can't say, but I'm afraid it is.

I'll tell you. This man started a grocery store in the suburbs of a certain place about five years ago. It wasn't much of a store, though good enough for the trade he had then. But a real estate promoter saw the chance to turn the thing into a classy suburb and in about three years he's made a peach of a place there.

All right around this man's store, too—as I've often told my friend the grocer, he couldn't have got a salesman like that real estate man has been if he'd paid him a thousand a week.

The grocer owned his place, and the thing that twisted him first was the fact that in three years he had seen it double in value without turning a hair. He started to think one day what would have happened if he'd only had gumption enough to buy some lots there before the boom came on, and hold 'em.

"Why, I'd have been a rich man!" he told me one day.

"Well, you didn't do it, Jim," I said, "and you want to forget all about it. Holding these post-mortems make people dippy."

"I won't let another chance like that go by, I'll tell you that," he said.

That was the beginning of the whole trouble. This business had come to be a good thing. He told me he could take a thousand a year out of it beside a good living, and never miss it.

"Fine," I said, "now d'ye know what you want to do? You want to bring this store up to the neighborhood. It ain't as good as it ought to be, Jim—you've got some mighty classy people here now, and you ought to cater to 'em."

"Why should I cater to 'em anymore than I am?" he demanded. "I've got their trade."

"I know you have," I said, "but you ain't got any patent on it, have you? Why don't you tear out your front and fix up some kind of a colonial scheme with a couple of classy low windows? Make the place fit the neighborhood."

"That's all rot!" he said.

"All right," I said. "It's your business. I suppose you'll say 'rot' when I tell you your stock ain't the kind of stock these people have been used to buying from. It ain't fancy enough. What you've got here is a good middle-class stock. You ought to spend a couple of hundred dollars for fancy stuff."

"Why not tear the inside of the store out, too?" he said sarcastically.

"You took the words out of my mouth," I said. "You could put \$500 in some fixtures that would make this some place. Then you'd have a store even those big bugs would be glad to come into."

"Well, I'll tell you," he said. "I'm not going to do anything of the kind. Billy Wood (the real estate man that made the place) told me to-day he had bought another tract over on the west side

and he's going to get up a boom over there just like he did here. I'm going to put all the money in over there I can get, and I'll double it in four years. What's the use of keeping it in here for a little 10 per cent. a year when I can make 30 or 40?"

"Are you really going to starve this business to feed a land spec.?" I said.

"I'm going to put my money where I can get the biggest interest," he said.

"All right," I said, "hope you win out."

But he didn't. Here's what's happened. For the last two years he ain't spent a cent on his business he could get out of. The land scheme looked good for about six months, and then Wood went broke and the whole thing went to smash. The grocer is loaded with a lot of land that he can't sell at all—at any price. Maybe in time it'll pull up—if he has the coin to hold it until 1984 or something like that.

To make the thing worse, a grocer from the city has put in a peach of a branch store out there that's really a bang-up place—it's as good as the neighborhood, and that's some good.

Now who was right? If that fellow hadn't took the milk away from his own baby to feed the brat next door, his business would have been worth four times as much as it is to-day, in profits and in money, and he wouldn't have this new competition, for I happen to know that the reason the new store came there was because it only had this one punk place to fight.

Are you next?

Here's something:—

Yonkers, N. Y., July 18, 1911.

My Dear Mr. "Stroller."

I have been a reader and subscriber of your paper for many years. Your article, "A Croak About

Trouble Ahead," I cannot let pass without debate.

Yes, there is trouble in store for some one.

You speak of "a little bunch of retailers." Now, I want to tell you this bunch of retailers are men of sense and money.

Men who work hard every day, and let me tell you some of them are making some money.

I know of some retailers who can put away every year from \$1,500 to \$2,000. They are members of this little bunch of retailers.

We are compelled to combine; we have some associations in New York City and are doing fine.

We are organizing a branch in our city to-day.

The business condition of to-day is such that the retailer is compelled for his own protection to organize.

Who is to blame?

The manufacturer.

Why?

If the manufacturer would stick to one price (same as the Kellogg people are doing to-day) we would not have to organize.

The jobbers have nothing to do with this—it is up to the manufacturer.

No hard feelings, I hope, but I have to stick up for this little bunch of retailers.

Yours truly,

W. LEYDECKER.

Say, old man, you got me dead wrong if you thought I said "a little bunch of retailers" in any slighting way. Great Heavens, no! That was just my polite expression for any number of retail grocers who got together in a buying combine. I'm not reflecting on retail grocers, you can bet your hat—I know too many of 'em, like 'em too well and do too much business with 'em to reflect on 'em.

THE STROLLER.

Oleo Output Decreases.

According to the Internal Revenue report from Chicago the output of oleomargarine for the month of June was the lightest in that district for more than a year and a half. The figures show a total production for June of 3,031,088 pounds—2,940,356 pounds of uncolored and 90,732 pounds of colored. This is 267,870 pounds less than in May, and 2,102,881 pounds below the production of June, 1910. The reduction for the three months amounts to 8,293,961 pounds. As the Chicago district is usually credited with about five-eighths of the production of the United States it is reasonable to suppose that the falling off is general.

Nearby lima beans average \$3.50 per half-barrel, which means two baskets. The receipts are not large.

Diamond Match Co. Sells No More Goods to Jobbers

In Order to Allow Prices to be Fixed, Goods Are Consigned Only, and Jobbers Pay Each Month Only for What They Have Sold. Object and Result of Plan is to Make the Goods the Diamond's Until Sold, Thereby Allowing it to Fix Prices.

The Diamond Match Co. has made a change in its selling plan which is designed to allow it to limit the prices at which jobbers shall sell its goods without running counter to the decision of the United States Supreme Court. The change makes agents instead of buyers of the jobbers.

The Diamond Match Co. has always endeavored to compel jobbers to sell its brands at fixed prices. Before the Supreme Court decided that no manufacturer could interfere with the selling price of goods which a jobber had actually bought from him, the Diamond Co. sought to control jobbers' prices by calling them its agents and thus seeking to retain control of the goods until sold to the retailer. This was exactly the Miles scheme, and its weak point was that the jobbers, in spite of being called agents, were compelled to pay for the goods in thirty days just as if they had been buyers. In fact they were buyers, as the Supreme Court ruled.

Under the new Diamond Match Co. plan, however, the jobbers are really agents. The match company consigns them such goods as they may order, and asks to be paid for them only when the jobber has sold them. Each month the jobber makes a report to the Diamond of the amount he has sold and remits for those alone, less his commission of 10 per cent. If it takes six months to sell the entire consignment, it will take, under this plan, six months to pay for it. In some cases jobbers, in order to keep their own accounts straight, have tendered payment on the whole consignment at the end of thirty days, when only a part of it had been sold, but the Trust in every case has refused to take the money.

A discount is allowed at the end of thirty days.

The object of this plan—and in this it is really successful—is not

to sell the goods at all, but to merely place them for sale with the jobbers, as manufacturers' agents. In that way they remain the Diamond Co.'s until sold to retailers, and the Diamond Co. can absolutely dictate the price at which they can be sold. The jobbers are not altogether pleased with the scheme, as it makes some extra bookkeeping for them, but nevertheless they are going along because the plan prevents the sacrifice of profits.

French Peas as Short as Ours.

Hot, Dry Weather Curtails Pack and Prices Advance One Dollar Per Case.

The decided shortage in the pack of peas all over this country will be aggravated to some extent by the fact that the pack of French and Belgian peas is short also.

The pack of peas in France and Belgium is over and shows a decided discrepancy when compared with last year. As a result, prices have advanced about \$1 per case, or about 12 cents per dozen, within a few weeks. Extra Fins, which were sold to retailers at \$16.50 early in the season, are now quoted at \$17.50, and Fins, which were \$14.50, are now \$15.50. The cause of the shortage is the same as in this country—hot, dry weather.

The present market for French peas is about \$1.50 above a year ago.

This Starch Deal is for You.

The American Starch Co., of Lititz, Pa., announce a new deal under date of July 22d, in which they give free 1 40s Garantee Corn Starch and 1 48s Garantee Gloss Starch with every order for 10 cases solid or assorted Garantee packages, and with orders for 10 40s Special Gloss they give free 1 40-pound box Special Gloss. With ten containers 24 1s Penn Gloss, at 90 cents per container, they give free 1 40s Garantee Corn Starch. Half this deal for five container order. All other deals are withdrawn, and this is subject to withdrawal without notice. Have you got yours?

The Most Valuable Acquisition

Mr. Dealer—in all your business experience, what is your most valuable acquisition; in other words, what at present is your most valuable asset? It isn't your bank account; it isn't the cash value of your stock—the measure of your success is gauged by the selling price your business will command *over and above* the actual money value of stock and fixtures. In short, the extent of your "goodwill" determines the value of your business—the *probability that old customers will return to the old place.*

With a full line of the National Biscuit Company celebrated products in stock—both in the famous In-er-seal packages and glass-front cans—you will enjoy a goodwill that money cannot buy. It builds better business—assures profits.

NATIONAL
BISCUIT
COMPANY



Progressive Grocers
PUSH
MAPLEINE

(A Flavoring)

Good Profit, Strong Demand
Extensively Advertised

ITS USES

Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day, or
Frank A. Smith Company
Philadelphia Agents
Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming
more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400"
COFFEE

Githens, Rexasmer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia

THE GROCERY MARKETS

Tea.

The tea market is in good condition, and holders who have a good stock, especially of new teas, report an active demand. Prices show no change for the week, and the entire market is in a healthy, steady condition.

Coffee.

During the week the market for coffee options (futures) has sagged considerably, though it recovered somewhat toward the end. Actual coffee, however, has not shared in the decline and is steady throughout. The demand is fair under all the circumstances. Milds show no change and but little demand. Java and Mocha are unchanged and quiet.

Sugar.

The sugar market is firm and high. Refined advanced 30 points during the week, and the future depends wholly upon the raw situation, which is strong. The European raw market, though it has shown some slight reactive declines during the week, is very strong, largely due to the heat and drought, which together have reduced the crop. The demand for refined sugar has been curtailed by the short fruit crops, but is as good as could be expected.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is dull at unchanged prices. Sugar syrup is not moving and prices are unchanged. Molasses dull and unchanged prices.

Fish.

Mackerel is quiet and shows no important change. No. 1 Norways are reported somewhat firmer, but Irish are somewhat easier, and shores are about steady. Cod, hake and haddock are unchanged and dull. Domestic sardines are dull in spite of the fact that this is their season. The catch is still short, and the market is unchanged. Imported sardines show no change. Prices are steadily maintained, and reports from abroad tell of comparatively small catch. It is expected, however, that a better catch may be made later in the season. If this happens, the market may be

somewhat lower. Domestic salmon shows no change, and comparatively light demand. Prices on new Alaska have not yet been named.

Canned Goods.

Tomatoes show no change for the week, but if anything the feeling is slightly easier. Spot goods can be bought at 90 cents in a large way, which is below the figure some holders were asking for goods a short time ago. Futures are also unchanged, but the packing outlook is better, owing to good weather, and it is getting so close that the chance of higher prices is lessening every day. In fact the Baltimore packers are already buying fresh tomatoes in the Philadelphia market and packing them, but these goods have not yet made their appearance in Northern markets. They are probably going South. Corn is unchanged, but the price will soon decline. New Southern corn will be on the market in a few days, and has been offered for delivery at 75 cents. This is 12½ cents below the same brands are selling for on spot. Peas continue exceedingly scarce and high, though there has been no change during the week. Apples are very strong; in fact there is practically no price on the new pack, as unfavorable weather in New York State has damaged the crop. There are a few apples on spot, held at very high prices. Eastern peaches are quiet and unchanged in price. California canned goods for future delivery have sold very well at the high prices; spot goods in moderate demand. Small standard canned goods are almost all firm. Soaked peas, for instance, are quoted at 60 cents, which is 10 cents above normal, and spinach is also very high.

Dried Fruits.

Spot prunes are unchanged in price and in fair demand under the circumstances. Spot peaches are quiet and unchanged; future peaches are much excited, and most packers have withdrawn prices. A flurry between the grower and packer, caused by the former raising his prices to the latter, is the reason. Old raisins

show an advance of ½ cent, but the general situation is dull and unchanged. There is prospect of a good crop of currants, and the demand is seasonably fair and the situation healthy. Spot apricots are scarce and are cutting but little figure. Futures are still high and very dull.

Beans and Peas.

Domestic pea beans show no change on spot, but are a trifle firmer to come forward. Domestic marrows are also unchanged. California limas are about 10 points lower, due to some holder breaking the price. Demand for beans is fair. Green peas are about cleaned up, the last going out at \$2.95 to \$3 per bushel. Scotch scarce and high.

Butter.

The demand for everything in the butter line, including solids and prints, has been active during the week, and in consequence the market has advanced 1 cent per pound on all grades. The bulk of the receipts still show seasonable defects and the percentage of fancy butter is light. The indications are for normal receipts for the next few days, with perhaps no change in prices.

Eggs.

The receipts of eggs have fallen off considerably and the percentage of fancy eggs is quite light. There has in consequence been a general advance of 1 to 2 cents per dozen. The consumptive demand for eggs is very good and the market is healthy at the reported advance.

Cheese.

An active consumptive demand is reported for all grades of cheese. The receipts are about normal for the season and the market is firm and unchanged. The quality of the cheese arriving is fully up to the season's standard, and the market is healthy without present indications of immediate change.

Provisions.

Everything in the smoked meat line is in good seasonable demand, and the market is steady and unchanged. Pure lard is unchanged and in good consumptive movement. Compound lard is dull at

¼ cent decline. Dried beef is firm at 1 cent advance. Barrel pork is steady and unchanged; canned meats show a slight advance for the week and are seasonably active.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The activity in tomatoes for both spot and future deliveries continued throughout the week, and the goods were as widely scattered as in the preceding weeks. The weather conditions were favorable during the week, with a few rainstorms in those sections of the State that needed it so very badly, and the temperature was more moderate up to the close. The growers of tomatoes for canning purposes continue to complain of the unfavorable crop conditions, and they give several reasons for it, which, from their viewpoint, are convincing enough for themselves, but when the trend of one's opinion follows along the line of least resistance the argument, to be convincing to others, must have something substantial to it to command the other fellow's respect and judgment. All the same, on the other hand, the tomato crop is not yet made. It will be fully a month yet before the actual conditions are known beyond any reasonable doubt, and after that several things can happen to the crop, either to increase or reduce the yield per acre. The strongest sustaining feature to the market at this time so far as futures are concerned is the fact that many packers, tempted by the high prices, have sold a larger proportion than usual of their factory capacity. That makes fewer sellers, of course, with the usual results. Spot tomatoes sold freely during the week at full prices, and the holders of them continue to believe that their stocks will all be marketed before the Maryland crop is fit and ready for the canners, say two or three weeks off. Meantime raw tomatoes will be picked in those sections outside of Maryland where there are no canneries and shipped to Baltimore half ripe to obtain the high prices prevailing here for the raw stock, in the expectation that they will "color up" on the way to market and look good. A few have already arrived, and the canners here are working on them at a cost that appears to be out of proportion to their value as compared with the spot goods of last season's pack.

String beans advanced again this week and closed active and stronger, with indications of higher prices coming because of lighter offerings and increased demand. The stocks of peas in Baltimore are exceedingly small, and the prices advanced again this week. Spot corn in Baltimore is cleaned up, practically, and the stocks in the hands of the country packers in Maryland are so small as to be hardly worth mentioning. Spot spinach is offered only in small quantities, nearly gone, and future spinach is being booked up a little more each week. Even baked peas have advanced again this week.

New apples are being packed in small lots to fill the orders for quick shipment. Future apples are also selling for August and September delivery. The stocks of pineapples in Baltimore are remarkably small, and the next canning season for them eleven months off. Spot pears are being gradually cleaned up and the offerings are very light. Berries and cherries are as strong as any items in the list and the stocks are small comparatively. Some few new crop peaches are arriving, very few, and when the canners get any of them they are putting them into pie peaches and seconds peaches. The outlook for the peach crop in Maryland and adjoining States continues to be very discouraging. The market for canned fruits certainly looks still stronger ahead so far as Baltimore and vicinity is concerned. Cove oysters are firm and fairly active, with smaller holdings here than usual for this time in the season.

All the important articles packed here during the season are now in the cans with but four or five exceptions, namely, tomatoes, corn, peaches, apples and pears, etc.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

There is nothing doing as yet in Holland herring. It is a little too early for these goods. The weather is still too warm.

The demand for Scotch herring has somewhat improved, and arriving parcels, if of fine quality, find a ready sale, ex dock.

Imported Oil Sardines.—The reports from France in regard to catch of sardines are unfortunately very poor, hardly any fish to be had, and the little that is caught is extremely high. Our packers have not lost hope yet that they will be able to pack a few French sardines this season, but it certainly looks mighty blue until now.

In Norway the fishing has been quite good, but a great many parcels of the fish arrived in such a condition that they could not be used for first quality of fish, con-

sequently packers have been unable to pack as many No. 1 fine sardines as they wanted, but there is a prospect of good fishing there.

STROHMEYER & ARPE Co.
New York, N. Y.

Rice.

Market for the week has shown seasonable activity, the demand running on both Honduras and Japan. The latter exhibits considerable strength, and under light supply has advanced. Buyers of Honduras are doing quite a bit of "shopping" in the endeavor to match previous purchases, and the assortment of lots at 3½ cents and lower is about cleaned up.

Advices from the South note quiet conditions, although some dealers report improved inquiry on the Atlantic Coast. At New Orleans the market is strong and offerings are readily placed at full figures, which show an advance over previous week. No further receipts of new crop rough are reported, but some is expected the coming week, weather permitting.

In the interior—south west Louisiana, Texas and Arkansas—an active demand is reported at advanced prices. Some of the mills have sold out their holdings of cleaned, realizing ¼ to ½ cent above prices thirty days ago. The growing crop is doing well, although somewhat later than usual.

Cables and correspondence from abroad note markets unchanged.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Spices.

The market is very steady, but generally unchanged. The demand is good. It is expected that large requirements of spices will be needed during the next ninety days, and inasmuch as stocks are rather small, it looks like an active market with prices tending upward.

Pepper.—Futures are steady. Spot stock is very scarce. The demand is good at present. Foreign quotations are well above domestic prices.

Cloves in steady demand and reported scarce. Crop estimates are somewhat reduced, and it is reported new crop is very late.

Nutmegs very steady and in fair demand. Prices are unchanged.

Mace in good demand at present. Prices are gradually tending upward. Stock here is very small.

Cassias.—Saigon is very scarce and higher; Batavia is not very plentiful, and the quality is generally unsatisfactory; China in fair demand at unchanged prices.

Gingers unchanged and in fair demand.

Tapiocas slowly but steadily advancing. Futures are very high and higher prices are anticipated.

Seeds, Herbs, Etc.—There is considerable activity at present, especially for Poppy, Caraway and Mustard. Poppy is very much firmer and tending upward.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

New apples show a wide range—30 to 90 cents per basket, or \$1.50 to \$4.50 per barrel. The demand is good.

The best sugar corn brings 75 cents and from that the price drops to 40. The demand is good.

Georgia peaches are being taken out of cold storage and are bringing \$3.25 to \$3.50 per crate. New peaches from nearby are mostly small and poor, but are bringing \$1.25 to \$1.50. Good peaches are wanted.

Cantaloupes are coming from all over. The best are from North Carolina and are worth \$1.75 a crate, though Arizona and California fruit is bringing more money—\$2.50 to \$2.75. The general run of the market can be bought as low as 75 cents. The demand is light.

Cabbage keeps up—40 to 50 cents per basket, or \$2 to \$2.25 per barrel. The demand is good.

Des Moines (Ia.) Uses Hucksters as Weapon Against High Prices.

A newspaper dispatch from Des Moines, Iowa, tells of an interesting development in the campaign against the high cost of living. Following a campaign of several weeks, the city officials on Tuesday last turned the City Hall lawn over to the vegetable and farm produce venders, and nearly fifty hucksters were lined up on the plot. The rush of consumers began at 6 o'clock. Two hours later the hucksters had sold out. New potatoes were bought for 45 cents a peck, or \$1.75 a bushel, where formerly the price had been \$3 to \$4 a bushel. Apples which had been selling at 25 cents a peck were sold for 10 and 12 cents. Cucumbers found ready buyers at three for 10 cents, against the former price of 10 cents each. For nearly four hours men, women and children swarmed in from every direction and jammed the street in front of the City Hall in an effort to get to the wagons. The services of a

squad of police were necessary during the rush, although the crowd was orderly.

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's
Bouillon
Capsules

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK



The Unenergetic People

Beside the people energetic enough to ask for Wheatena, there are many less energetic ones who would buy it if they were told you sold it. They know about it, and would buy it, but—well, they're not just the kind of people to push for it.

Wheatena will hold and make more customers than any other cereal made—especially with your help.

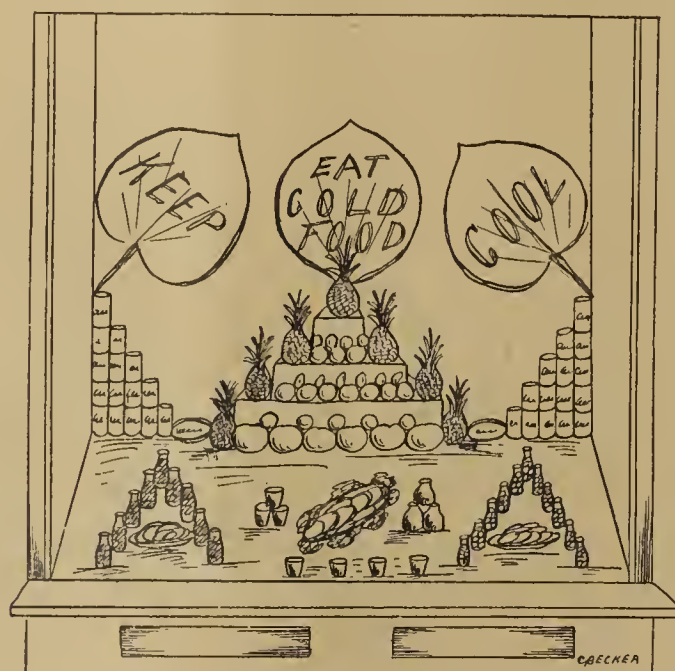
The hearts of selected wheat.

THE WHEATENA CO.
RAHWAY, N. J.



Cold Food Display.

Window displays of cold food are just right the past few weeks. This window is neat and attractive. To arrange, first cover the bottom with a light green crepe paper. Along the front place a few jars of club cheese and back of them place a large platter of sliced cold ham garnished with lettuce leaves or parsley. At each side place a small pyramid of horseradish and prepared mustard. At each side of the window place two rows of olives and pickles and between them place a dish with cold veal loaf and summer sausage. Cover three boxes of different size with the crepe paper, place in the centre and arrange fruit like in illustration. If you don't sell fruit, use breakfast cereals or cakes and crackers. For the pyramid, if you use fruit, place a row of grapefruit

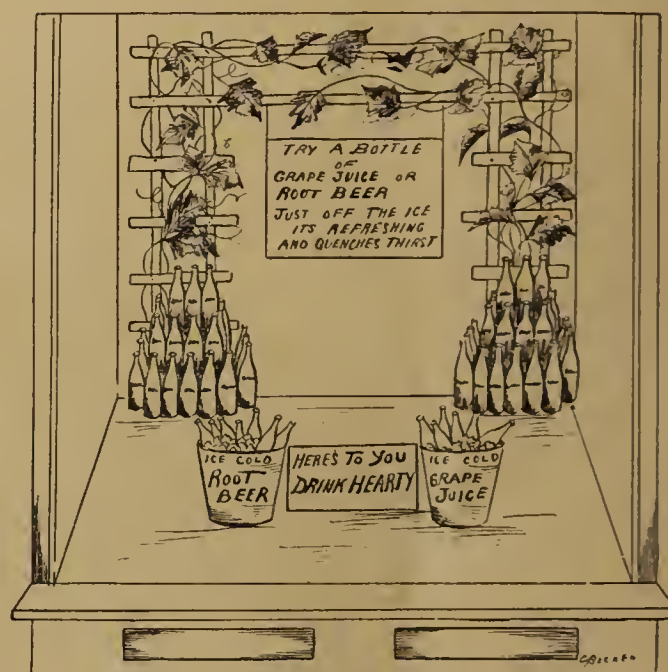


on the bottom and an orange between each one. On the next box place oranges and lemons and on the top plums, apples or some kind of small fruit. At each corner and on top of the pyramid place a nice pineapple. At each side of the window, against the walls, build a half pyramid of canned shrimps and salmon and at each end place a can of soured mackerel or kippered herring. Now make three large fans. Use a piece of wood for the handle and get six or eight wires and fasten them to it and spread them out like a fan. Now cover with light colored

crepe paper and nail on at each side of the window above the canned fish pyramids and one back of the centre pyramid and the window is complete. Letter the fans with black paint.

Grape Juice and Root Beer Display.

To the grocer who sells bottled goods, such as grape juice, ginger ale, root beer, sarsaparilla, etc., this window will be acceptable. To arrange, cover the bottom of the window with green crepe paper. Place two buckets containing six or more bottles of one kind in plenty of cracked ice and letter each bucket like in illustration. Now build a small arbor. Make it of building laths. Use a few twigs



of grapevine if you can obtain them. If they cannot be had, get a few artificial leaves. At both sides of the arbor build a pyramid of the bottles. As you sell the bottles out of the ice you can replace them with some from the pyramids. Suspend a large sign card under the arbor, with lettering to correspond to the kind of drinks you are selling, and place one small card between the two buckets with lettering like cut.

BOOK REVIEWS.

UKERS' TEA AND COFFEE BUYERS' GUIDE.—A copy of this work, compiled by W. H. Ukers, editor of the "Tea and Coffee Trade Journal," has been received. It is a small-paged book of nearly 400 pages and seems to be a carefully compiled list of the leading tea and coffee supply houses not only in the United States, but in foreign countries. In addition the

book contains various statistical tables of the tea and coffee industry, officers of various trade associations and so on. The work should be very valuable to anybody in the tea and coffee business in a large way.

National Food Commissioners' Association Will Meet.

The fifteenth annual convention of the Association of State and National Food and Dairy De-

partments will be held at Duluth, Minn., August 21st to 24th. Among the subjects on the programme and the speakers are the following: "Original Importers' Packages and the Labeling of Packages in Intrastate Traffic That Have Been Imported Into the State as Part of the Original Package," Alfred H. Jones, Food Commissioner, Illinois; Wilbur F. Cannon (opens discussion), for-

mer Food Commissioner, Denver, Col.; "Disinctive Names and Proprietary Products," J. S. Abbott, Dairy and Food Commissioner, Denton, Texas; "Uniformity Between the Weight and Measure Provisions of the Federal Law and the Weight Provisions of the State Laws," E. F. Ladd (opens discussion), Food Commissioner, North Dakota.

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The Truth of Conditions of Des Moines (Iowa) Where Consumers Are Buying of Producers Over Grocers' Heads

Led by the Newspapers, the City Establishes a Public Market, at Which Producers of All Sorts of Produce Sell Direct to Consumers at Prices at Which Grocers Cannot Compete. The Iowa Associations Bitterly Attacked, as Well as the Commission Men. Mayor's Interview on Comparative Prices at Market and at Grocery Stores. Secretary Thomas' Version.

[In the last issue the "Grocery World and General Merchant" told briefly of a revolution which had broken out in Des Moines, Iowa, due to the charge that the retail grocers there had been charging exorbitant profits for fruits, vegetables, dairy products, etc. A market house has been established at which growers were solicited to come to sell direct to consumers. The matter seemed so interesting and important that the "Grocery World and General Merchant" detailed a correspondent to investigate the situation and report. This story appears below.—Ed J]

Special Correspondence of "Grocery World and General Merchant."

Des Moines, Iowa,

August 4, 1911.

The campaign against the grocers here was engineered by three newspapers—the "News," the "Capital" and the "Register-Leader." Working together there is no doubt that they have been able to arouse considerable impression that the prices which grocers have been charging are too high. These newspapers had an ordinance passed establishing a public market house, at which only consumers should be allowed to buy. The ordinance forbade grocers from buying there to sell again, but it is generally agreed that this portion is unconstitutional, and it will be repealed.

The flames were first fed by the publication of a lot of letters which passed between Secretary Melhop, of the Iowa-Nebraska Wholesale Grocers' Association, and Ira B. Thomas, State secretary of the Iowa State Retail Merchants' Association. These letters appear to show that the wholesalers have contributed several hundred dollars a year to the State retail association, and the charge has been made that this is the result of a conspiracy between them to hold up prices. Apparently the local Des Moines association is not charged with being a party to this, as it is not a member of the State association.

The published charge as to the cause and result of the jobbers' contribution was as follows:—

The wholesalers' monthly contribution to the Retailers' Association

was based upon a trade agreement between the Iowa and Nebraska jobbers and the Chicago jobbers. The Chicago jobbers kept out of the Iowa field. This permitted the sale of sugar to Iowa retailers at 24 cents per hundredweight more than would have been charged had there been no trade agreement. The drag that the Iowa Retailers' Association got out of it was 1 per cent. per hundred on all sugar sold. John Melhop, Jr., secretary of the Iowa-Nebraska Association, kept an account for the Retailers' Association and forwarded the 1 per cent. to Thomas. Nearly all the time that the bonus of 24 cents was kept up, the 1 per cent. drag was paid over cheerfully. But it was not always so. It was sometimes hard to keep out Chicago competition.

In the early days of the sensation, before the market house was opened, the following open letter to the Des Moines Retail Grocers' Association was published in the local papers:—

Mr. Fred. Beaner,

Secretary of the Des Moines Retail Grocers' Association, Des Moines, Iowa.

Dear Sir:—There are so many reports as to the object and functions of the organization of which you are the secretary, believing that it will be considered and answered in the same spirit that prompts it, we are writing in the interests of the people who patronize the men composing your organization, and this letter is a part of our general effort to ascertain why food prices are higher in Des Moines than in other cities.

(1) What are the general objects of your association?

(2) Do you meet and "fix" prices?

(3) Does your organization, or you as its secretary, have and use any process, written, spoken or implied in the maintenance of a scale of prices on the standard commodities sold in grocery stores?

(4) Has your association any connection, written or implied, with the wholesalers or commission men?

(5) Do the wholesalers and commission men contribute anything financially, directly or indirectly, towards the running expenses of your organization?

(6) What are the organization's sources of revenue?

(7) Has your organization in any manner attempted to prevent the cutting of prices by grocers, members or non-members, of your organization?

(8) Is it the policy of your organization to discourage the sale of vegetables raised by farmers, except when the farmers sell at the grocers' prices?

(9) In looking after the interests of the retailers, did you ever run across information suggesting that the commission men or wholesalers have refused to sell to any man engaged in the grocery business?

(10) Is it your policy to work for uniform prices among the grocers, or is that a matter to which you pay no attention?

These questions are asked in good faith, and we believe that you will agree with us that the people are vitally interested in the work of the retail association, because through its members, the grocers, the people spend most of their money.

An early reply will be appreciated.

Very truly yours,
DES MOINES "DAILY NEWS."

No official reply was made to this, but three retailers prepared a lengthy defense and had it printed. The following is the salient portion of it:—

The "Register and Leader" and "Daily Capital," thirsting for something sensational to print, pick out the poor retail grocer and the opulent (?) commission man as a target for their attack. Has not the poor grocer a right to live and lay by a little competency for his old age? We know of very few who are riding in autos. How many grocers in Des Moines could put up \$2,000 cash, and yet, according to the "Register and Leader" and "Daily Capital," they are plundering the people day and night.

The "Register and Leader" quotes Mr. Harsh as having bought "Iowa Pride" bacon in San Francisco for 25 cents per pound. Poor Harsh, he should go to night school and learn the difference between first choice bacon and bacon backs, which are worth from 14½ to 15½ cents per pound, whereas "Iowa Pride" bacon costs the retailer from 27 to 31 cents per pound, but why continue? This paper, the "Register and Leader," has not taken the trouble to find out the facts of any feature of the situation. They have willfully permitted a lot of silly dribble that has been handed to them by a few "sore heads," most of whom refuse to mention their names, and what have they howled about? Eggs and potatoes, potatoes and eggs! As soon as Minnesota potatoes are ready for market, which will be in about ten days, prices will be about 25 per cent. lower. The "Register and Leader" will no doubt take credit for this lowering of prices.

The lying, cowardly, ignorant attack on the commission men, butter and egg men and grocers of this city has given every salesman traveling from Chicago to Omaha and from St. Paul to Kansas City and St. Louis a club with which to "knock" Des Moines. Mr. Salesman goes to Mr. Outside Merchant and says: "You must be a dub to trade in Des Moines; why their own papers are even roasting them as a lot of hold-ups." Verily this is fine advertising for our fair city by the newspapers, who thereby satisfy their thirst for sensationalism under the guise of being the friends of the "common people."

DENY HIGHER PRICES.

The watermelon story appearing in yesterday morning's "Register and Leader" is most absurd fiction and malicious in intent to deceive. We will give \$500 to help build the new market house if they will prove that their statement as to the cost of melons is not an absolute falsehood. Food prices are not higher here than in other cities, and any fair and intelligent investigation will prove it.

The commission men and grocers of this city pay out more money in wages, thereby supporting more families than any other class of industries in the city. Yet these newspapers, posing as watch dogs of the people's interests, would not take time to ascertain the truth, because it would not make sensational reading.

It is high time that a halt was called, but the commission men will not "come across" with advertising or anything else in order to quiet them.

C. C. TAFT CO.,
DAVIDSON BROS. CO.,
TODD & KRAFT CO.

C. C. Taft Co. also issued the following statement:—

Replying to certain published statements that we could buy new potatoes at \$1.50 per bushel at Dubuque, will say that we will pay \$1.50 per bushel for ten cars fancy new potatoes for prompt shipment, F. O. B. cars Dubuque.

C. C. TAFT CO.

The market house opened on July 25th. Prior to that the people were fed with all sorts of accusations as to grocers' profits. For example, the "Capital" published the following set in bold-face and under the caption "Some Amazing Profits":—

Young onions and radishes are sold by the grower at 15 cents a dozen bunches to Des Moines merchants. The retailer sells them for 5 cents a bunch, or three bunches for a dime. Profit, 400 per cent.

Eggs are to be secured in any quantity around Des Moines at 8, 10 and 12 cents a dozen. The retailer is getting 20 cents a dozen. Profit, 100 per cent.

New potatoes are grown by local raisers and being sold to the grocermen direct for \$1.50 and \$1.75 a bushel. The prevailing price in Des Moines is 60, 65 and 70 cents a peck. Profit, approximately 100 per cent.

Fresh country butter of the finest quality can be bought in quantities or by the single pound near Des Moines for 15 and 20 cents a pound. This is the retail price of the country groceryman. The local retailers are getting 28 cents a pound. Profit, approximately 90 per cent.

Dry new onions are bought by the retailer at \$1.50 per bushel. They sell in the local stores for

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Keystone, Race 746

**Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice**

about 60 cents a peck, or 5 cents a pound. Profit, 63 per cent. New cabbage is sold to city dealers for 40 cents a dozen. The people pay 10 cents a pound. One head may weigh two pounds. Profit, approximately 350 to 400 per cent.

Pie plant is sold now by the grower for 20 cents a dozen bunches. The retailer demands and secures 5 cents for every bunch. Profit, about 400 per cent.

Tomatoes are brought into town by the grower now and sold to the dealers at 7 cents a pound. The consumer pays 15 cents a pound. Profit, 100 per cent.

Cherries that sold during the season for 75 and 85 cents a basket were delivered to the grocer by the raiser for 50 cents a basket, when the crop was at its height. Later the grower secured more. Profit, 50 per cent.

Sweet corn or roasting ears are now being sold for 20 cents a dozen. The grower is getting a universal price of 9 cents. When the ears sold for 40 cents the grower secured 20 cents. Profit, 100 per cent.

The local commission men were so made subjects of the attack, and the following open questions were published, addressed to them:—

1. If it is true that you paid J. V. Roland, of Linden, 12 cents per dozen for 113 dozen eggs, why did you charge the retail grocers 17 and 18 cents per dozen? Do you consider your profit legitimate?

2. If, as Mr. Roland says, you threw out 187 eggs as "rotten," "spotted" or "smashed," how much did it cost you to handle these eggs for which you did not pay, and for their handling how much did you add to the price furnished the retailers?

3. On July 11th you were paying 10 cents for good eggs, this being the amount you charged after throwing out what you said were bad. Was it necessary for you to charge the retailers 17 cents in order to get a good profit? (The attention of E. M. Ellington, particularly, is called to this statement.)

4. What do you do with the eggs for which the out-of-town dealers are paid nothing?

5. Dr. S. E. Wilcoxen, secretary of the Iowa State Baptist Association, visited a nearby Iowa town Saturday where eggs were selling for 5 cents per dozen. The merchants were shipping to New York. If the New York commission men accept Iowa eggs, why will you not accept them?

6. Are you refusing to buy eggs in order to hold up the price?

7. Why do you commission men meet at the Elliott Hotel almost daily?

8. Do you fix prices?

9. Do you embarrass the retail grocer when he cuts prices?

10. Do you withhold perishable stuff, sometimes keeping it on the tracks, in order to keep up the price of a commodity, and do you juggle with the demand without regard to the price which the people must pay?

Played up by all of the foregoing, the market house duly opened at 5 o'clock on the morning of July 25th. The ordinance provided that it should be open from 5 to 10 Tuesdays, Thursdays and Saturdays. The first day there were twenty-four wagons. On Thursday, the second

day, there were fifty. Both farmers and hucksters were there with stuff, and crowds of people came from all over the city. Prices were without doubt much lower than at the regular retail stores. For example, below appear two lists of prices; the first represents the average prices at the market on the first day, the second the average prices prevailing the same day at retail stores:—

PRICES AT MARKET.

Cucumbers, 20 cents per dozen.
New Onions, 1 to 4 bunches, 5 cents.
Pickle onions, 75 cents basket.
Tomatoes, \$1 basket.
Fresh eggs, 16 cents per dozen.
Cantaloupes, 10 cents each.
Blackberries, 15 cents per box, 2 for 25 cents.
Carrots, 2 bunches for 5 cents.
New potatoes, \$1.50 to \$2 per bushel.
Apples (eating), 90 cents and \$1 per bushel.
Apples (cooking), 50 cents per bushel.
Beets, 5 cents per bunch.
Cabbage, 5 cents per head, 3 for 10 cents.
Roasting ears, 15 and 20 cents per dozen.

PRICES AT RETAIL STORES.

Cucumbers, 5, 10 and 12½ cents each.
New onions, 3 bunches 10 cents.
Pickle onions, none.
Tomatoes, 15 cents per pound.
Eggs, 20 cents per dozen.
Cantaloupes, 5, 10 and 15 cents each.
Blackberries, 15 cents straight.
Carrots, 10 cents per bunch.
New potatoes, \$2 and \$2.40 per bushel.
Cooking apples, \$1 per bushel.
Eating apples, 10 cents per dozen.
Beets, none.
Cabbage, 3 pounds 25 cents.
Roasting ears, 20 cents per dozen.

The comparatively low range of prices at the market had the almost immediate effect of causing the grocers to reduce their own prices, and values declined from 15 to 50 per cent. throughout the city. Some of the grocers met the market prices, others almost did, and here and there one cut below. One explanation advanced for the reduction is that the supply of fruits and produce has increased, which is undoubtedly true.

The extent to which the affair has stirred up the town may be seen by the following statement issued by the Mayor immediately after the market house opened. It has been considered antagonistic in a sense to the regular grocery trade:—

The opening of the market this morning can be justly accounted a great success. As the public becomes a little more accustomed to the idea and learns of the great advantage both in price and in variety and quality of things offered for sale, the interest will greatly increase. The market is sure to be-



Try Them at Our Expense

Write to us and we'll send you absolutely *free*, a can of **McMenamin's Crabs**, ready for Deviling, and our "Crab Book," showing 30 practical recipes. That's the quickest and best way to show you, Mr. Grocer, what **McMenamin's Crabs** taste like, and when you do taste them you'll decide to *push* them.



McMenamin's Crabs

will stir up trade for you because every customer who tries this delicious sea food on your recommendation will not only become a steady user, but also tell others.

They're so appetizing no one can resist them.

Natural shells *free* with every can.

Guaranteed absolutely pure, and contain no preservatives but will keep in all climates.

TRADE supplied by
ALL JOBBERS

McMenamin & Co. Inc.
HAMPTON, VIRGINIA

come one of the really important institutions of our city.

The market will also be of great value to the producer, in that it will provide a ready sale for all kinds of vegetables and produce.

A cheap market is equivalent to a raise in wages and for that reason means a great deal to both the wage-earner and to the employer of labor.

People can't afford to work for ordinary wages if the cost of living is extraordinarily high.

Neither can manufacturers and other employers of labor pay unduly high wages to make up this high cost of living, especially when competing manufacturers in other cities have better conditions.

I think we have to-day started the most important thing that has been started in Des Moines in many months. We shall try hard to have the market house itself ready for the early spring trade, when the city market will be capable of a still greater usefulness.

The market may not work to the complete satisfaction of everybody right at the start, but the Council will be glad to consider any complaints. The ordinance had to be drafted in a hurry and any injustices that may occur can readily be adjusted as soon as our experience teaches us how we can do so.

JAMES R. HANNA,
Mayor.

ROBERT O. JOHNSON.

Mr. Ira B. Thomas, secretary of the Iowa State Retail Merchants' Association, has sent the following version of the matter to this journal:—

Des Moines, Iowa, July 31, 1911.
Elton J. Buckley, Esq.,
Philadelphia, Pa.

My Dear Mr. Buckley:—Will say that the conditions of the grocery business in Des Moines do not justify the unfavorable comment being made by the press of the country, for it has not been proven that the Des Moines grocers are asking an unusual profit, although it may seem so, because of the fact that the dry weather in this part of the country has made vegetables and fruit prices high in some localities, while they have retained their normal price in those localities where they have had frequent rains.

The fact of the matter is, a vegetable market has been recently instituted, this market being similar to other markets conducted in the United States, and it being a new thing, it is quite generally patronized.

Of course, vegetables are being sold to consumers at the same prices charged the retailer, and to the public there appears a wide difference.

Yours very truly,
IRA B. THOMAS,
Secretary.

Cantaloupes are coming from everywhere and rule from nothing up. Arkansas shipped some cantaloupes to Northern markets during the week for the first time in the history. The average price was \$1.35 per crate, and the quality was good. Arizona cantaloupes average \$1.75 and Southern fruit ranges from 75 cents to \$1 per basket. A great many of the cantaloupes now coming forward are hardly worth freight.

Here's How One Co-operative Buying Plan Works

The Washington (D. C.) "League of Consumers' Friends" Consists of Sixty Retail Grocers Who Buy Co-operatively and Advertise in the Same Way. The Plan Contains Several Features Peculiar to Itself. It Has Brought No Demoralization of Trade.

Mr. Perry P. Patrick, secretary of the Washington, D. C., Retail Grocers' Protective Association, paid a friendly call to the "Grocery World and General Merchant" office last week, and while here gave the writer some interesting information concerning the progress of the "League of Consumers' Friends," a co-operative buying exchange for retail grocers. The formation of this organization was reported in detail in this journal several months ago.

The "League of Consumers' Friends" now consists of about sixty members, some of them

large and some small. A large percentage are also members of the Retail Grocers' Protective Association, though there is no official connection between the two.

The League of Consumers' Friends meets every Monday evening, and decides what and how much to buy for the coming week. They also decide upon the selling price of the goods which they have bought co-operatively, and which they are all to sell at one time. The selling is done mostly through advertisements in Washington papers. One of these is shown in connection with

this article. The League uses from 1/4 to 1/2 page in three Washington papers on Fridays and Saturdays, the advertisements invariably taking the form of "Friday and Saturday Specials." Each advertisement contains the name of all the League members, and it is made plain that the goods advertised can be obtained from all those stores at the uniform prices on the days mentioned.

While of course the members of the League derive some benefit from buying co-operatively, they seem to be agreed that their chief returns come from the co-operative advertising. The cost of this advertising to each member is from \$2 to \$3 each per week. Certain of the members are quoted as stating that they have difficulty in waiting on the people who come to buy the Friday and Saturday specials.

As to buying goods. The League has no paid buyer—a committee attends to that and works without salary. They buy of manufacturers wherever they can, and of jobbers on as favorable terms as possible when manufacturers refuse to sell direct. Unlike other co-operative buying schemes, each member pays in advance for goods he has ordered. For some goods the money is paid before delivery, and for other goods payment is made at the time of delivery. There are no books and no credit.

There are about 1,000 grocers in Washington, and this organization of sixty has apparently, according to Mr. Patrick, had no especially deleterious effect on the balance of the trade. Some of the prices advertised are cut, others not. The grocers not connected with the League sometimes meet the advertised prices, sometimes not; in other words, there is no general demoralization of business.

Another peculiar feature of the League system is that members pay the exact cost of the goods they buy, instead of paying cost plus two or three per cent. for expenses, as with most exchanges. The organization is under very small expense, but what there is is taken care of by slightly increasing the sum paid for newspaper advertising. The assessment of \$2 to \$3 weekly pays all expenses, including advertising.

Latest Reports Show That Produce Continues to Be Scarce

The last word in Lowest Prices in Quality Groceries is to be had here. No matter what Prices are asked elsewhere you'll find greater and more substantial savings in every department of the League of Consumers' Friends Stores. Visit any one of them and find out for yourselves.

Don't Miss These Friday and Saturday Extra Specials

CHALLENGE MILK
PER CAN

8½c

FRESH CREAMERY BUTTER
1-LB. PREPARED

29c

PURE LARD
1-LB.

11c

UNEEDA and
TAKHOMA BISCUIT
PACKAGE

4c

PICNIC SHOULDERS
1-LB.

11c

FANCY SUGAR CURED HAMS

18c

NEW YORK STATE CHEESE
1-LB.

17c

HECKER'S SUPERLATIVE FLOUR

6½-lb. Sacks - - 23c

12½-lb. Sacks - - 45c

GAMBRILL'S PATAPSCO FLOUR

6-lb. Sacks - - - 18c

12-lb. Sacks - - - 35c

LIGHT HOUSE CLEANSER

PER CAN 3½c

BAKER'S

GELATINE

10c Per Package, 2 Packages for

25c

NICE JUICY LEMONS
DOZEN

20c

BLUE HEN MATCHES
PER DOZEN

12½c

BAKER'S PEANUT BUTTER

PER JAR

10c

GROUND ALUM SALT

For Freezing Purposes. Pouch

10c

LEAGUE OF CONSUMERS' FRIENDS

Patronize the Store Nearest You

LEAGUE OF CONSUMERS' FRIENDS

FOR A LOWER COST OF LIVING

Free Delivery to Every Section of the City

NORTHEAST

Geo. W. Bell, 14th and Beechwood rd.
J. F. Allwine & Son, 500 Twelfth street.
J. W. Amsbaugh, 1207 H street.
J. Arnus & Son, 916 14th street.
J. Bragdon, Jr., 514 and A streets.
D. I. Rutledge, 621 Seventh street.
J. E. Diehl, Seventh and H streets.
Thomas Ruden, 440 G street.
Luther F. Hall, Twelfth and H streets.
Frank Warr, Seventh and F streets.
W. P. Parsons, Eighth and C streets.
J. C. Rogers, Eighth and C streets.
R. L. Mohrman, 14th and A street.
C. Herbin, Ninth and I streets.
L. F. Palmer, 7th and B streets.
George J. Lippert, Sixteenth and B streets.

SOUTHWEST

William H. Leimbach, 514th and C streets.
E. E. W. Schmidt, Eighth and D streets.
E. Apahn, Sixth and L streets.
A. G. Schmidt, Fourteenth and F streets.
W. J. Whelan, Third and I streets.
A. J. May, 4th and C streets.
E. Corbitt, 6th and A street.
Thomas Dean, 1304 Fourteenth and half street.
J. H. Goodrich, Eighth and F streets.
H. T. Cover, Seventh and C streets.
William L. L. Hunt, 408 Fourteenth and half st.

SOUTHEAST

B. A. Bellina, Eleventh and H streets.
H. C. Robertson, Ninth st. & S. Carroll st.
J. T. Fowler, 1325 W street.
K. E. Smith, Sixth and D streets.
G. E. Robinson, 535 Fourth street.
Brinkley Bros., 1101 Third street.
M. A. Luby, Sixth and E streets.
Brinkley Bros., 523 Fourth street.
J. P. Zachell, Second and H streets.
Rahad & Hower, 14th and A streets.
A. O. Brady & Son, 1317 Good Hope road.
Brinkley Bros., 100 H street.
L. S. Luby, Eighth and East Capitol st.

CENTRAL

C. Hammill, 812 Penna. avenue.
F. A. Dodge, Seventh and T streets.
H. Oppenheimer & Son, 300 Ninth street.
O. A. Peadarion, 1356 Ninth street.
A. M. Pitt, Sixth and Q streets.
C. V. Spurren, 506 North Capitol street.
W. S. Brown & Co., 1614 Fourteenth street.
M. E. Burkle, 1245 20th St.
J. R. Stone, 244 Eleventh street.
J. Riehl, Jr., Fifth and H streets.
W. S. Brown & Co., 1113 Fourteenth street.
W. T. Davis, Fifteenth and F streets.

The League's sixty members are scattered through Washington and the suburbs. The entrance fee is \$5.

More Ten Cent Peas Until Next Year.

Except Soaked Peas, Which Are Also Much Higher than Usual. Cheapest Regular Peas Are Jobbing at \$1.10-\$1.20 Per Dozen, Which Makes Two-thirds-a-quarter the Cheapest Possible Price.

The retail grocer is going to be hit to it this fall and winter to all canned peas at the price at which he has been accustomed to sell them. Until the next crop at least 10-cent peas will disappear from the market. It will still be possible to sell a can of peas at 10 cents, but they will be soaked peas, which will not be generally popular.

The gradual upward trend of the pea market has been reported from week to week in this journal. The failure of the 1911 crop was the cause, particularly the failure of the early varieties. As a result, prices have gradually advanced until the cheapest peas on the market, barring soaked peas, are now costing retailers from \$1.10 to \$1.20. Of course they cannot be retailed at 10 cents; the cheapest available price is two cents for a quarter, and even that price leaves an inadequate profit.

Soaked peas are much higher than usual in sympathy. Brands that ordinarily range from 42½ to 50 cents per dozen are now quoted at 60 cents, and some jobbers have paid as high as 75 cents for brands to go under their own label.

The packers of soaked peas are also up against it, because dried green peas, which represent their chief source of supply, are about exhausted and there will be no more until next October. The last of the crop sold at \$3 per bushel, which is an almost unprecedented price.

ASSOCIATION NEWS

Yonkers, N. Y.

The Yonkers (N. Y.) Retail Grocers' Association, which has just been incorporated, is expected to prove one of the strongest trade bodies in the city. The organization will launch a co-operative buying bureau almost at once.

Under its certificate of incorporation the association will also be enabled to manufacture certain articles used in the grocery trade. The members will lay out their delivery routes in such a way that patrons in every part of the city and the surrounding districts can be served at their homes.

Other features will be the establishment of an employment agency for clerks and other employees, and a credit department which will make frequent and accurate reports on the promptness or delinquency of all customers.

The capital stock, which is \$50,000, will be distributed among the grocers of the city at par value and will, it is expected, give a return of 6 per cent. on the investment.

The officers of the association are: Irving W. Myers, president; J. F. Edwards, vice-president; John D. Eylers, treasurer; F. A. Williams, secretary; H. Nemser, Ernest Schupp, William Engle and W. E. I. Lofland, directors.

Retailer's Profit Again Attacked.

Beet Sugar Man Tells House Committee that the Retailer Gets Most of the Profit on Tea, Sugar and Coffee.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

August 3, 1911.

Another attack on the retail grocer's profit was made here on Tuesday at a further hearing before the House Committee which is investigating the conditions of the sugar business.

The witness who made the attack was T. G. Palmer, who appeared as a representative of the beet sugar interests. He said that the retailer gets the largest part of the profit in tea, sugar and coffee and that the American people paid more than \$2,000,000,000 more than the factory or import prices for these three articles between 1897 and 1908.

HOLT.

NOTE.—This is the first time in the history of the grocery business that anybody has ever accused the grocer of taking an exorbitant profit on sugar.—ED.

Nearby watermelons are in and range from 28 to 32 cents each. They were good and sold well. Southern melons range from 15 to 35.

NEW MACKEREL

No. 2 NORWAY, Summer caught, 230 to

250 fish per bbl., \$12.50

½-bbls. (100 lbs. net fish) per ½ bbl., 6.75

50-lb. blue painted tubs (¼ bbl.) per tub, 3.47½

No. 3 NORWAY, Summer caught, 330 to

350 fish per bbl., 11.00

½-bbls. (100 lbs. net fish) per ½ bbl., 6.00

50-lb. blue painted tubs (¼ bbl.) per tub, 3.10

NEW IRISH MACKEREL, 420 to 440 fish, per bbl., 10.25

½-bbls. (100 lbs. net fish) per ½ bbl., 5.62

50-lb. blue painted tubs (¼ bbl.) per tub, 2.91

10-lb. pails per pail, .70

8-lb. pails per pail, .60

**The above are all good quality,
good color NEW MACKEREL**

The No. 2 Norways can be retailed 3 fish for 25 cents, and the No. 3 Norways can be retailed 5 cents each. The Irish can be retailed 6 fish for 25 cents, all with a good margin of profit.

These are lower prices on NEW Norway and NEW Irish Mackerel than you have heard on them for years past, and owing to the high prices ruling on meats of all kinds, Mackerel at these figures should be very interesting to the consumers if properly placed before them.

WRITE FOR THE "CASH GROCER," CONTAINING PRICES ON A FULL LINE OF STAPLE AND FANCY GROCERIES ::

The above prices good for week August 7th to August 12th, inclusive

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street 28 N. Delaware Avenue
PHILADELPHIA, PENNA.

WITH THE EDITOR

The formation of new business combinations, or trusts, as they are most commonly called, is constantly breeding new methods of defending against them. Take the General Baking Co., a combination of bread bakeries in various sections of the country, whose organization was reported in a recent issue. The union bread bakers have conceived the idea that the object of the giant bread concern is to crush out union labor, reduce wages and do various other unpleasant things. Most of the plants that joined the trust are non-union, and this has given the union forces a weapon which they have not been slow to use.

They have had motion pictures made of some of the most nauseating of the conditions that obtain in small city bakeries. Naturally, all the horrible examples selected are non-union bakeries. These pictures they propose to show to consumers in every large city. The following statement by a union leader gives an idea of the scope:—

Do you know why we are going to carry our story to the farm sections of the country and have our moving pictures shown at every cross roads? Because if the Bread Trust is successful in securing control over the bread market, it will also secure control over the milling industry, and thereby get complete control over the farmers and their products. Then the trust will be able to dictate to the farmer what he can raise and what he cannot, and what he shall get for his products. I should think that the people would be satisfied with the example that the Beef Trust has given of what can be done in this line. Not only are we going to carry our story into the hearts of the people by moving pictures, but we are having hundreds of thousands of booklets printed with our Declaration of Principles, to be sent to every woman's club, every woman's union and every labor and civic organization and every church society in the country. We are appealing to all consumers, as workmen to workingmen, to array themselves with us against our common enemy.

The conflict is against all bread made in non-union shops, and particularly against bread made in any of the plants that belong to the Trust. Here is a question: If the General Baking Co. succeeds by fair or foul means in getting the price of its bread to

4 cents where competitive manufacturers must sell for 5, how many consumers out of ten would be sufficiently impressed by anything possible to show them to pay even one cent extra?

A large Western manufacturer who writes friendly letters to retailers in an effort to inspire them to improve their business, said a very wise thing in a recent one of these letters. He said "make your competition not on price, but on service."

To the retailer who is worried by the fact that the prices he is forced to compete with are too low to give him a fair return on his money, this is well worth deep consideration. The merchant whose only claim to the special consideration of consumers is a lower price than other stores, can have that claim completely destroyed in the twinkling of an eye. It is no worthy claim at all. It is really a death trap. But he

who schemes and plans and works to make his store the pleasantest and most convenient place in his community to buy from, who devises and invents the best plans for quick and competent service, has a royal road to consumers' favor, for there are always enough people in every town who are willing to pay the price to keep such a store active and profitable.

Such a man's only competitors are those who can meet him in the quality of his service, and since doing that is harder than cutting price, he is obviously apt to have fewer competitors than if he did his competing on price alone.

There are times in every business when everything seems as blue as indigo, when one seems to be beating his head against a wall; when one's work seems fruitless and the future cold as charity. Read the following extract from a New Jersey grocery clerk's blue letter to a friend:—

I have worked unusually hard this year, am up till 10 and 11 o'clock nights and out at 3 and 4 in the morning. We have had the most miserable lot of help this year in my experience. Nothing seems to break right. Besides looking after the store, I've got to do all the vegetable buying, and with all that, our shipping department received so many complaints that I have to do that end, and I tell you at times I feel all in. If it isn't that the firm is in such a hole I would Jack the whole thing up. With all of our trouble, one of our hotel salesmen dropped dead last Saturday night and we have no capable man to fill the bill. Besides, all the extra help this year are punk.

This man is blue, as others often are, and as everybody sometimes is. He feels that his summer has been wasted, that the work he is doing is not advancing him, that business is bad, that everything is twisted and wrong. But such conditions never last. In the inexplicable plan of human conditions they are bound to come now and then, but there is never anything final about them, and they should be accepted as a matter of course—as incidents that inevitably come and as inevitably pass.

Only the man who gives hopelessly up to these troubles finds them permanent.

The situation at Des Moines, Iowa, is told by a special correspondent in another column. It is indeed remarkable and interesting. Led by a handful of newspapers, and aided by the city government, a public movement has established a public market house where farmers, hucksters and everybody else with a wagon who can stand the pace, goes in and sells butter, eggs, vegetables and fruits to anybody who will buy, except grocers. Naturally, the prices prevailing at the market are much below the price which the retail grocer, who can't do business on a shoestring, must charge, and this is being generally pointed to as proof of the retailer's greed.

Of course up to the present time this scheme directly hurts the Des Moines grocer only in his trade for such things as dairy and garden produce. As yet the

Start Somethin'

By J. RAYMOND SEIP.

When your business doesn't grow,
Crowds are gettin' very low,
Collections workin' awful slow,
Start somethin'.

Don't act like you're full of dope,
Don't lose every bit o' hope,
Don't jist set around en mope—
Start somethin'.

Find some leader for a sale,
Put her down so she'll retail,
Don't let yer goods git dry and stale—
Start somethin'.

Let your brain git up an' workin',
Take a hand en don't be shirkin',
When you're loafin' trouble's lurkin',
Start somethin'.

Start to clean if nothin' else,
Wash your windows, clean your shelves,
Get it done if you do it yourselves—
Start somethin'.

Start somethin' that you think will take,
Sure, you can lose as well as make,
But fur thunderation sake—
Start somethin'.

Russellville, O., July 31, 1911.

market dealer sells none of the articles which the grocer depends on for his chief profit, but there is nothing to prevent him from doing so, except this—the larger and more diverse the line of goods handled, the greater the expense, the higher the selling price, and the smaller the advantage of buying “at wholesale.”

There is nothing at all wonderful about what these farmers are doing. They pay no rent, employ no help, do no delivering, and as the Iowa State secretary, Mr. Thomas, says, they simply sell to the consumer at the same price they would sell to the retailer. The consumer is really buying these things at wholesale, but he is probably paying well for his advantage by the inconvenience of the transaction. This journal has always contended that if consumers were willing to endure the inconvenience of going for their supplies and bringing them home, they could eliminate the middleman and perhaps save some money. They are paying the regular retail dealer his profit more for being a convenience to them than for any other reason.

So much for the direct harm done the retailer by the Des Moines scheme. Indirectly, it of course hurts him in every department of his business. It seemingly reveals him as an extortioner—a man squeezing his customers to the utmost limit. That this is not a pleasant or profitable reputation to get is self-evident.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics. It being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

He Doesn't Know Any, Either.

North Adams, Mass.,
August 2, 1911.

To the Editor.

Dear Sir:—I notice in your last issue an inquiry from a concern in Northview, Mo., for information regarding a “reliable collection agency,” and your reply is, “we don't know of any.” I have been in business thirty-eight years and have tried a few, some with fine recommendations from banks, etc., and I can from my experience repeat your answer with emphasis: “We don't know of any.” The best collection agency is the merchant himself, if he has any tact, and after he has done his best a local attorney and the court.

Sincerely yours,
M. VAN NESS BRAMAN.

This is the gospel which this journal has been preaching ever since it began preaching any gospel at all.

The Penny Profit Retail Plan.

Franklin, Pa., July 29, 1911.

To the Editor.

Dear Sir:—Can you give me information or refer me to parties doing a retail grocery business on the penny profit plan? Would like to know the plans and details

at once. If not too much trouble please give me what information you can at once, and oblige,
Yours truly,

S. F. RALLYA.

This journal knows nothing whatever of the penny profit plan, and therefore regrets that it cannot answer this question. Does any subscriber know?

Manufacturers Are Looking More
and More to the Dealer to Help
Distribute Their Goods.

New York, July 26, 1911.

To the Editor.

Dear Sir:—You undoubtedly have looked with a good deal of apprehension at the enormous amount of money certain technical manufacturers were spending in popular publications. We have felt this apprehension also.

The past three months' experience of the “Saturday Evening Post” seems to be an endorsement of what we have done in connection of course with the work which trade paper men have done as a whole.

I have gone over the “Saturday Evening Post” from January 1, 1909. During the years of 1909 and 1910 there was an unusually large amount of this kind of advertising.

For 1910 advertisers on whom the “Saturday Evening Post” had absolutely no claim for business spent \$126,000 in that paper. During 1909 they spent practically the same amount.

During those two years it was very noticeable that all these advertisers, or a large part of them, devoted their space to advertising the same products that they would advertise in the trade papers.

For instance, Robbins & Meyer used their space to advertise motors for driving machinery; so did the Western Electric Co. and other electrical concerns. The steel construction people like the Detroit Steel Products Co. advertised their materials for factory use. The B. F. Sturtevant Co. used their space to advertise ventilating machinery. Yale & Towne devoted their space to their Triplex Block Pulley. The H. W. Johns-Manville Co. advertised store lighting devices and so on.

During the year 1911 there have been two very marked changes. In the first place there has been practically no space devoted to strictly technical advertising, except possibly one insertion by the Dodge Mfg. Co. of a page ad.

The concerns referred to above, if they have continued their advertising at all, have devoted their space to products which could reasonably be expected to appeal to the “Saturday Evening Post” clientele, that is, to consumers.

For instance, the Sturtevant Co. are advertising vacuum cleaners; the electrical companies are advertising lamps, fans and irons; the steel building construction people are advertising metal laths.

The other marked change is in the quantity of the space these people are using. As I said, dur-



Against an inferior quality and a dissatisfied customer when you handle our Syrups. Market has advanced 5c. to 7c. a gallon. Again we can protect you in price if you send us your order at once; you will have to pay full prices for Syrups next fall, why not anticipate your wants and protect yourself. DO IT NOW.

ROYAL TABLE SYRUP
GILT EDGE SYRUP
KING B SYRUP
WHITE CLOVER SYRUP

No. 222 SYRUP
No. 208 SYRUP
CHALLENGE TABLE SYRUP
EXTRA AMBER SYRUP

CRESCENT SYRUP
CRUISER SYRUP
No. 109 SYRUP
SCHOCK SPECIAL

SEND FOR SAMPLES AND QUOTATIONS, OR SEE OUR SALESMEN

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION “GROCERY WORLD AND GENERAL MERCHANT”

ing the past three months they have spent \$36,000 less than they did the corresponding months of last year and practically all of their expenditure during the past three months have been along sane lines. During the first three months about the same amount of space was used as during 1910, but as indicated above, nearly all of it was along proper lines.

Another point which was also brought out by this investigation, although it has not been demonstrated quite as completely as the above, is that manufacturers of goods which are sold through dealers are not using their general publicity anywhere near as much as they did heretofore, without having first used the trade papers to get their distribution.

What is true of the "Saturday Evening Post" is true to a greater or less extent through all the different magazines and represents a saving of money to manufacturers of a good many hundred thousand dollars a year.

Yours very truly,

J. T. EMERY,
Secretary Advertising and Selling Company.

The Florida Food Law Again.

Daytona, Fla., July 28, 1911.
To the Editor.

Dear Sir:—What effect has the new Florida law on goods on hand, bought prior to the passing of the said law? You have partly answered some features of the new law in your issue of July 24th, page 12. The weight clause is what we'd like to know about and when it would go into effect, on stock bought before the passing of that law.

Yours very truly,

CONRAD GROCERY CO.,
George H. Gardiner, vice-president and manager.

The new Florida food law goes into effect at once. Section 15, however, provides that the Commissioner of Agriculture shall make rules and regulations for carrying into effect, and in most States it is customary to postpone the enforcement of the act until the rules and regulations have been issued. The Commissioner of Agriculture can enforce the law at once, however, if he wishes to. Goods bought before the act are as much subject to it as goods bought after it.

Packers of fancy Washington State Bartlett pears are soliciting orders for their current crop. They ask a price which will net them \$1.70 per box. This would mean a jobbing price of \$3 in the East.

The New York Letter

Consumers Discuss General Advance in Food Prices. National Consumers' League Backs Dr. Wiley and Scores Secretary Wilson. The "Advertisers' Protective Association" Found to be a Newspaper Man Out of a Job. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, August 3, 1911.

The close attention that a lot of people are paying these days to the prices of food is indicated by the increased publicity which the daily press gives to every shifting of quotations. "All Food Products Up Again in Price" was the headline of a column article published this week in one of the conservative dailies and similar articles were presented by several of the others.

Of course, the articles were in large part exaggerations. The recent stiffening in the quotations in butter and eggs gave the opportunity to the writers and they made the most of it in claiming that practically everything in the food lines has been getting dearer.

It was declared that the retail price of fresh eggs has jumped up 15 cents a dozen in the last month in the "high-priced" stores and 5 to 8 cents a dozen in the cheaper stores.

Present prices of the best eggs, according to the writers, are 31 cents a dozen in the chain stores, 40 cents in the small groceries and delicatessen stores and 45 cents in stores catering to exclusive trade.

Retail prices of butter were said by the writers to be 6 cents higher than they were a month ago.

While the retailers, as well as wholesalers, have generally advanced prices of butter and eggs of late yet the advances are greatly exaggerated in these reports.

In explanation the dailies admit that the hot weather affecting pasturage may have something to do with the higher price of butter and that the same weather, adding to the difficulty of keeping eggs, may have helped in sending up their prices.

Back of these explanations, however, it is made to appear that in the opinions of the writers combinations and trusts are still a potent cause in boosting prices. Especially as to the advances in meats, it is claimed that there is

no reason whatever except that the beef barons decided to fatten up their profits.

The present system of the packing companies, according to one theory, is to have meat rise or fall in apparent sympathy with the egg and dairy market. This is done, it is said, so that people may not try to substitute eggs for meat when the latter goes up and also that there may be no danger of cheap meat causing any break in the egg market when eggs happen to be high.

The writers did not add, however, the supposition that has been entertained for some time by some observers of trade conditions, who believe that some of the packing companies have been quietly backing large operators in the egg and dairy markets.

New York is said to be in a peculiar position as to high prices because the influx of visitors from all parts of the country who come to the nearby seashore and mountain resorts cause an increase in the demand at this time of the year. The visitors are said to more than offset the heavy losses of New York people who leave the city for the summer months. Besides, it is argued, most of the people of the city go only to nearby resorts, so that their trade is simply diverted into other channels.

So this city is said to have a period of high prices of food that is not felt elsewhere.

The theories are pretty and plausible, but there are large numbers of grocers who will differ and say that the visitors do not make up for the loss of the trade of New York's people who are away through some or all of the summer. As to the wholesalers, some of them may make up for the losses in the city by their sales outside.

A letter has been sent out by Alice Lakry, the chairman of the Food Committee of the National Consumers' League, strongly commending Dr. Wiley as the

champion of the consumer and the honest manufacturer, and attacking Secretary Wilson as the friend of special interests. The writer claims that through the efforts of Secretary Wilson the effect of the food law has been largely nullified and Dr. Wiley has been constantly hampered in his efforts to enforce the law.

In particular, the writer charges that one firm received permission of the department to label its product corn syrup, although the article is glucose and not a syrup.

Another charge is that the law has never been enforced as to the labeling of polished rice.

The secretary is held responsible for the continued use of saccharine in foods, for the continued use of benzoate of soda and for the lack of proper labels on distilled and malt liquors.

The writer urges that there should be a new Secretary of Agriculture.

A cargo of molasses containing 644,853 gallons was seized this week by a Federal deputy marshal. The cargo was shipped to Hobart & Co., whose chemist made tests and declared that the molasses was not up to the standard. The company then refused to accept the molasses and it was libeled for the freight charges amounting to nearly \$8,000.

Now the food department of the Government is to make a test and it is said that if the molasses is below the required standard it will all be destroyed.

Commissioner Walsh, of the city's Bureau of Weights and Measures, stacked about 3,000 false weights and measures outside the City Hall Monday last. The collection had been made by seizures by his deputies during the summer and was sunk by the police in the bay.

A score or more of delegates are expected to go from New York's several boroughs to the convention of the New York State Retail Grocers' Association in Buffalo from Monday to Thursday of next week. The delegates from this city will start Sunday morning and will have special accommodations on the Lackawanna.

The investigation of the supposed ice trust has continued and

ne proceedings have a familiar one, for ice trust investigations seem to come regularly each summer.

Evidence has been obtained that the old American Ice Co., long known as the trust, appears to be doing a large part of the business, although under new names.

Now that the tobacco and the oil trusts are about to dissolve there is of course a lot of guessing as to whether or not the dissolution will be more apparent than real—whether the form will change but the trust really continue in a new shape.

There have been some reshipments of late of Sicily lemons to European markets. This is most unusual. The dealers say that while the trade here has been rather slow there is a heavy demand on the other side.

It has been discovered that Frederick W. Hooper, whose name was signed as secretary to the circulars sent out a while ago by the Advertisers' Protective

Association, attacking Dr. Harvey W. Wiley, chief of the Bureau of Chemistry, is a young man seeking a job as press agent for the food and proprietary men of the country.

SUMMARIZED MARKET CONDITIONS.

Spot coffee continues quiet. Roasters are buying from hand-to-mouth, awaiting pressure from the new crop. Some brokers say that the invisible supplies may be so depleted that there will be a compulsory buying before active arrivals begin from Brazil. There is a small jobbing demand for mild grades with prices barely steady.

There have been some spurts in the tea market, with active buying in various quarters. Toward the middle of the week the business became quiet. There is a fair inquiry for Formosas, which rule higher. Greens are scarce and the trade is paying high prices for mixing purposes.

Rice is quiet and firm. Some of the assortments received of late have been of poor average quality.

Sugar refiners do not appear eager to book additional new business, as they are, as a rule, from one to two weeks behind in their deliveries. There are fair withdrawals here and there. Prices are steady at 5.65 cents, less 2 per cent. for cash.

There is not much buying of dried prunes here, but reports indicate a continuance of heavy buying in Europe. The local trade having covered requirements earlier in the season at lower prices is now content to await developments. Spot business is quiet, as stocks are small and holders have higher views on prices than the buyers concede. There is a strong and higher market for the 1910 crop of seedless raisins, especially natural sultanas. Spot supplies here appear to be light and concentrated, and the demand has been increased by the high price of Smyrna sultanas. There is some small business in spot dried peaches. Buyers are inclined to hold off as to the new crop because of the prices asked by the packers.

State gallon apples are higher.

Some sales have been made at \$2.75 for new crop, the price being f. o. b. factory, and some of the packers are now asking as much as \$3. Southern peaches are scarce and firm. There is little doing in California canned fruit, as the bulk of the business in the new crops has been completed for the present. Any offerings are generally at 10 to 15 cents above the opening prices.

Canned tomatoes have an easier tone. Offerings of new Maryland tomatoes have been made at 82½ cents f. o. b. Baltimore. The color of the early pack is said to be rather light, as usual. For later delivery the packers ask about 85 cents. Holders of spot tomatoes of 1910 pack have been making concessions and sales have been made at 87½ cents Baltimore. Peas continue strong with difficulty on the part of buyers in getting their wants supplied in a satisfactory way. There is not much activity in canned corn.

Flour is higher in sympathy with wheat, but buyers are taking supplies with the utmost caution. Spring wheat patents are quoted

(Continued on page 22.)

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer

**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



**Makes your
Customers
Satisfied**

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality"
Est. 1857. New York

THE SCIENCE OF ADVERTISING

Somebody sends this journal some of the cleverest advertising that has come to this department for some time. It is done by The E. Kahn's Sons Co., retail grocers of Cincinnati. There is a good deal of it, and I shan't have the room to discuss more than part. These people believe in spending a lot of money in their advertising—it is full of half tone cuts and is printed in several colors on very fine coated paper or cardboard.

A part of the batch is a postal card which bears a message apparently written with a pen. The idea is not new, but it is quite cleverly worked out here. Below is the postal, reproduced about the natural size.

This is not very easy to read. I should have used less matter so that it could be written a little larger; it needs to be sort of pored over now to get the sense of it.

The most elaborate piece of this advertising—a thing that doubtless cost a high price, was an 8-page mailing card that is folded into a size 5 x 8 inches and then mailed under a one cent stamp.

is a number of silhouettes, carrying out the superscription "Everybody Talks About Kahn's Methods." On the next page is a

of twelve half tone photographs illustrating on one half "Dealing with Kahn's," and on the other half "Going to Market," six pic-

angry cook pointing to the kitchen clock—"Late! Cook on Warpath." The fifth shows the abandoned family at table—"A Miserable Meal," and the last reveals the husband and wife going over their accounts, and the title is "Finding it Doesn't Pay." A clever theme, rather well worked out. The pictures are certainly interesting, which is three-quarters the battle.

Below is a reduced reproduction of the pictures showing "Dealing with Kahn." They show some of the reading matter on the top. This is very elaborate, expen-



"I phoned Kahn's"

SAVE THE MIDDLEMAN'S PI

Phone your order

DEALING WITH "KAHN'S"

below it a list of "Money Saving Specials." The next page is given over to an advertisement of poultry. On the reverse side of

tures being given to each. I should have thought the "Going to Market" pictures, which show the misery of dealing at the market instead of going to Kahn's, should have come first and the "Dealing with Kahn" pictures afterward. I haven't room to reproduce both sets of photos, although I should like to. Evidently all except one or two were taken especially for this advertisement. The first of the "Going to Market" pictures shows the inside of a filthy market and is labeled "Unclean Flies and Dust." In the second a woman is just taking a trolley car, and the picture is labeled "A Tiresome Trip." Third—"Home, Dress Stained," shows the unfortunate woman home again with her dress marked up. The fourth shows an

sive advertising, and certainly makes an impression. Decidedly a good impression, too. I have never seen the Kahn store, and the impression I have of it is derived wholly from this advertising. I would buy there with the utmost confidence. I get a mental picture, through its advertising, that is exceedingly attractive. However, I should not expect to buy cheaply there, as all of the advertising negatives that impression. So that whether this advertising is effective in the way the Kahn people want it to be depends in my judgment on the class of trade they are going after. Unless I am greatly mistaken, this advertising would never attract poor people—consumers who are necessarily close buyers. But very possibly they are not

My dear:

How kind of you to think of our little Ruth when ill. That lamb-brother you sent was delicious. Helped her so much. When I felt our health was involved I remembered Uncle Sam's warning about fly-specked market stalls and dirty groceries. So I quit going to market and followed your example by opening an account at Kahn's. You are right—it's so clean & appetizing there. I hesitated at first thinking they were high-priced (all we have is George's salary) But that's a great mistake. Why the very first week we found both grocery & meat bills low. Their daily specials are real money-savers, while their regular prices are never higher than elsewhere. And oh such a difference in our appetites now! George now always comes home with a broad smile. Almost his first question is "What did Kahn's send?" We are so fond of their Monarchs. They certainly know the good things. Do tell Mildred to try Kahn's, too!

Affectionately

Margaret

It is printed in dark red and green, and is entitled "A Tale in Pictures." On the first inside page photograph of the Kahn store and the whole long sheet (9 1/4 x 21 inches) is the chief part—a series

after that class of trade. On the contrary, it ought to very strongly attract the prosperous middle and wealthy classes who have both the money and the inclination to pay the price for good stuff.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

More Condemnations Under Federal Food Law.

Department of Agriculture Sends Facts of More Cases Resulting in Fines or Confiscations Under National Food Act.

The following summaries are of cases brought and ended by the Federal Government under the Food and Drug act of June 30, 1906. The facts were sent this journal by the Department of Agriculture:—

JUDGMENT No. 838—ADULTERATION OF CATSUP.

On or about September 27, 1910, the Atlas Preserving Co., Baltimore, Md., shipped from Maryland into Louisiana 80 barrels of catsup, labeled: "Dixie Catsup, 1/2 of 1 per cent. Benzoate of Soda, Distributed by Harry Hyman & Co., New Orleans, La." Samples were examined and the product was found to be adulterated, in that it consisted in whole or in part of filthy, decomposed and putrid vegetable substances.

Nobody claimed the stuff and it was destroyed.

JUDGMENT No. 842—ADULTERATION AND MISBRANDING OF VANILLA EXTRACT.

On or about January 21, 1910, the Paul Manufacturing Co., a corporation, Boston, Mass., shipped from Massachusetts into Michigan a quantity of a food product labeled: "Concentrated Extract Vanilla; Compound Flavor of Vanilla. Vanillin, Coumarin and Vanilla .11, sugar syrup .16, caramel .01, dilute alcohol .72." Samples were analyzed and the product was found to be adulterated, in that an imitation vanilla extract had been substituted wholly or in part for the article.

The defendant was fined \$25.

JUDGMENT No. 845—ADULTERATION OF CONDENSED MILK.

On or about December 1, 1909, the Scio Condensed Milk Co., a corporation, Scio, Ore., shipped from Oregon into Washington a quantity of a food product labeled: "Country Club Brand Condensed Milk, Scio Condensed Milk Co., Scio, Ore. The Milk of Quality 'Country Club.' Directions. Pure High Grade Milk, evaporated and preserved by perfect sterilization.

Country Club Brand. Used for every purpose that you would Natural Milk from the Cow. Give the same care and attention you would fresh milk or cream. Every precaution has been taken in the handling of this milk, to produce a food product, absolutely pure. This product complies with the Pure Food Law." Samples were analyzed and the product was found to be adulterated, in that a product made from skim milk had been substituted for condensed milk and milk fat, had been wholly or in part abstracted.

The defendant entered a plea of guilty to the above information, whereupon the court imposed a fine of \$25.

JUDGMENT No. 846—MISBRANDING OF MOLASSES.

On or about February 28 and April 25, 1908, Henry L. Hobart, George B. McGinnis and Harry C. Christianson, trading under the firm name and style of Henry L. Hobart & Co., New York City, shipped from New York into North Carolina two consignments of alleged molasses, the former of which shipments was labeled: "Heyer Bros. No. 1 Fancy, Wilmington, N. C." the latter shipment being labeled: "W. I. contains sulphur dioxide. Conforms to Pure Food Law. Armstrong Grocery Co., New Bern, N. C." Samples were analyzed and the former of said shipments was found to contain glucose 12.27 per cent., and the latter of said shipments to contain glucose 25.32 per cent.

The defendants plead not guilty and were tried and convicted. The court imposed a fine of \$100.

JUDGMENT No. 848—ADULTERATION OF "MACLAREN'S IMPERIAL CHEESE."

On or about October 10 and October 14, 1908, the MacLaren Imperial Cheese Co., Limited, Detroit, Mich., shipped two consignments of cheese, the one on the former date from Michigan into Massachusetts, and the one on the latter date from Michigan into Illinois, the product being labeled: "MacLaren's Imperial Cheese. Contains 1-10 of 1 per cent. Borate. Mould does not impair contents. Keep in a cool place. Trade mark registered. MacLaren's Imperial Cheese Co., Ltd., Detroit, Mich., Toronto, Canada." Samples were analyzed and were found to be adulterated, in that it contained an added poisonous and deleterious ingredient, to wit, 1-10 of 1 per cent. borate, which might render the said article injurious to health.

On February 1, 1911, the defendant company appeared by its president and entered a plea of nolo contendere to the above informations, whereupon the court imposed a fine of \$10, being \$5 for each shipment.

The first new nearby sweet potatoes are in market at \$2 per basket. The quality is good and the demand has been active. Southern sweets, from Maryland, Norfolk and North Carolina, are quoted at \$6 per barrel, with \$5 per barrel for yams.

These trade-mark crosses line on every package.
CRESCO FLOUR DIET FOR DYSPEPTICS
And Cases of
KIDNEY AND LIVER TROUBLES AND OBESITY
Makes delicious foods for everybody.
Unlike other goods. Ask physician. For book or sample, write
FARWELL & RHINES, WATERTOWN N. Y., U. S. A.

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
—PHILADELPHIA—

Flies Fear Electric Fans

The Philadelphia Record of July 25th says:—

"Practically the only thing a fly is afraid of is an Electric Fan. An Electric Fan will keep flies off from windows, showcases, candy and food stuff exposed for sale, or from vegetables, if allowed to play over the place or wares to be protected. More than one merchant has found the Electric Fan invaluable to keep flies out of the store. By placing a fan near the main entrance, so that the air current flows toward the doorway, very few flies will enter. Flies take little comfort in a room where an Electric Fan is in operation.

"Aside from keeping the rooms cool and sweet, the Electric Fan is very valuable to drive away flies. This deadliest of all household pests likes stagnant air, hot and stuffy rooms and is not found at all where the air is pure, clean and vigorously stirring."

**The Philadelphia
Electric Company**
TENTH AND CHESTNUT STS.

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Bare sales and pleased customers.

H. Kellogg & Sons
Philadelphia

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers
ROYAL SPECIALTY CO.
92 Reade St. NEW YORK

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.



CXIV.—The Law as to Substitution.

I have received the following query which I am sure will interest every reader of these articles no matter what line of business he is in:—

Binghamton, N. Y., July 30, 1911.
Elton J. Buckley, Esq.

Dear Sir:—As a manufacturer, I should like your views on the liability of a retail or wholesale dealer who substitutes some other goods for the goods which a customer asks him for. You may not know it, but this is a very prevalent trade practice, and many manufacturers suffer from it very keenly in having the demand which they have painstakingly and at great expense created, diverted to other channels.

Respectfully yours,
A MANUFACTURER.

There are four ways in which a merchant can practice substitution. In two of them legal action can be prosecuted against him, in the other two he is immune from any action whatever.

The first plan is to use his powers of persuasion upon a customer, to induce him to take something different from the article asked for. A customer enters a retail store, for example, having seen a certain proprietary article advertised somewhere, and asks for it. The retailer may have it in stock, or he may not have—it makes no difference. For some perfectly sufficient reason he does not care to sell it. It may not pay sufficient profit, or its quality may not be satisfactory, or the manufacturer may be guilty of offenses against the trade—for any of these or for any other reason the retailer may justifiably decide not to sell the article if he can avoid it. In pursuance of such decision he does everything in his power to divert all the inquiries which come to him. This he does by using any argument which the facts will allow. The article he wishes to substitute may give more weight or measure for the money, or may be better grade, or may do better work than the

article asked for can do. All this, or any of it, he tells the customer, and in the end persuades her to take the article he is recommending.

If the dealer's arguments are truthful, the manufacturer, though he may lose a large volume of business, can bring no action whatever. The retailer is wholly within his rights in selecting the goods he will sell or recommend—as long as he tells the truth against the goods he is discriminating against. It perhaps goes without saying that if he makes the unequivocal statement that the substitute article is of better quality than the one asked for, when it is not, he has been guilty of slander, and can be sued for damages by the manufacturer. So if he says anything else untruthful against the goods with the object of preventing a sale.

Not long ago a retail merchant known to me, who was receiving a considerable number of calls for a package article the price of which had become so generally cut that it was no longer profitable for retailers to sell, set out deliberately to transfer these calls to a competitive brand. The task was made easy by the fact that the competitive brand gave a larger package and greater contents. He displayed a package of both in his window, and called attention, in a conspicuous and sensational sign, to the difference in what consumers got for their money.

The display aroused much attention and the manufacturer of the smaller package came at the retailer with an attorney, who threatened various things if the display was not discontinued. It was not discontinued, however, and nothing happened. Nothing could happen, for the retailer had in no way exceeded his rights.

So that the retailer who prac-

tices substitution in this fashion cannot be punished or prevented if he stays within the truth.

The second plan is where a dealer is asked for one thing, but sells another, falsely representing it to be the same. I don't mean representing it to be "just as good"—that comes under the first plan—but representing it to be the identical thing. In this case the manufacturer of the goods which are made the victim can bring suit in two ways, both at once if he likes. He can get an injunction against the dealer to prevent him from continuing the practice, and he can collect damages to cover all the harm done him up to date. Of course this form of substitution is dishonorable and a fraud, and it is no less a fraud under the law if the goods sold are equal to or even better than those which the buyer thought he was getting.

Third—Another form of substitution is where a merchant accepts an order for a given thing without comment, and then deliberately sends another thing, also without comment. In many cases the customer will be in a hurry to use the goods, or will not be very particular about the brand, or will conclude that the thing was just a mistake, and will keep the article sent. In this case the manufacturer would in my judgment have no more action against the dealer than he would under the first plan. The dealer has practiced no fraud; everything he did was done openly and above board, and if the customer will accept the substitute he tenders so openly, that is between him and his customer, and the manufacturer cannot legally complain. Of course in such a case the customer would have the option of returning the substitute and getting what he ordered. If

he preferred to accept the substitute rather than exercise the option to return, that is within his rights.

Fourth—Substitution is sometimes innocently practiced by dealers in this manner: They will have been betrayed into selling an unlawful imitation of a trade-marked article, or a similar article bearing a spurious trade-mark. In such a case, as I have explained in a previous article, the manufacturer who was the sufferer by such a practice could doubtless obtain an injunction against the dealer, but if the thing was done innocently he could not recover damages from him.

I have used a retail dealer as an illustration throughout, but of course the law is precisely the same when the practice is carried on by a wholesale dealer. Let me say again that the quality of the substitute goods makes no difference. The gist of the offense of substitution, where there is an offense, is depriving a given manufacturer of sales, not doing anything against consumers.

(Copyright, August, 1911, by
Elton J. Buckley.)

Question: "M., Pa.—Several weeks ago we phoned — & Co., wholesale grocers of this city, and asked for a price on 25 to 50 cases of spot tomatoes. We were told over the phone that Mr. — was not in the office, but later he called the writer to the phone and gave a price of \$1.10 per dozen, which we stated was too high. Mr. — then said "we have about 15 cases of No. 2 tomatoes that I will close out to you at 75 cents per dozen."

The writer mentioned the big difference in the price and asked if they were No. 2 cans, but Mr. — said they were a No. 2 tomato in a standard can, and would weigh about 2.6 or 2.8.

We sent for a sample can and they opened up apparently in good condition. The tomatoes were ordered the following day by a brother of the writer, who asked the person answering the phone at — & Co. if anything was wrong with the tomatoes, and was told no, only they are No. 2s.

The distributing of these tomatoes brought complaints from everybody buying them that they were spoiled and we were obliged to redeem them in almost each instance.

The writer called Mr. — by phone and explained this fact to him and asked him what was wrong with the tomatoes, and he replied "that's what I do not know and is the reason we could

not guarantee the goods." We recalled to him our conversation when buying and added that we were unable to use the tomatoes and were told by Mr. — that they would refuse to have them returned, and ended the conversation by telling the writer to "kiss my foot."

The bill for these goods, which has not been paid, is stamped with a "pure food" guarantee, and we have about 25 cases left on hand, having received 28½ cases.

Will you kindly advise if we will have to keep these goods, and if not, what course we are to pursue?

We have learned that — & Co. have had trouble with these tomatoes, but no intimation was given us that the goods were at all questionable.

Answer.—There were two standards by which these goods were sold. First, the sample. When goods are sold by sample, there is a warranty that they shall be substantially like sample. Second, the verbal representation that there was nothing wrong with the tomatoes. Having nothing wrong with them means of course that they were all right.

Both these warranties or representations seem to have been violated. The tomatoes were not according to sample, and there was something decidedly wrong with them. This being the fact, they did not fulfill the contract and your course is to reject them and refuse to pay the bill. Notify the jobber in writing of your re-

jection and that you are holding the goods subject to his order. If any effort is made to collect the bill, defend against it, and if you can prove everything in your letter, you will doubtless be successful.

As a matter of fact, if these jobbers sold spoiled tomatoes, whether with a guarantee or without it, they violated the State food law, and can be arrested. All you need to do is to report the matter to the inspector for your district and supply him with the evidence.

"No. 2 tomatoes," in trade language, simply means tomatoes packed in No. 2 cans, which were the small cans formerly sold as 2 pounds. It does not mean second quality. "Off-standards" or "seconds" means second quality.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Capital.

The annual reviews of Dun and Bradstreets give the most prolific cause of failure among merchants not as bad accounts, nor lack of experience, nor inability, nor any other of many things which we might guess at; but as Lack of Sufficient Capital. This should seem to indicate that

no matter what natural ability and aptitude a man may have, no matter how great the apparent opportunity, no matter how seemingly simple the job of opening and successfully conducting a grocery store, one should "go slow" about taking the initial steps unless one have ample financial resources behind him. It



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

How About Your Baking Powder Profit?

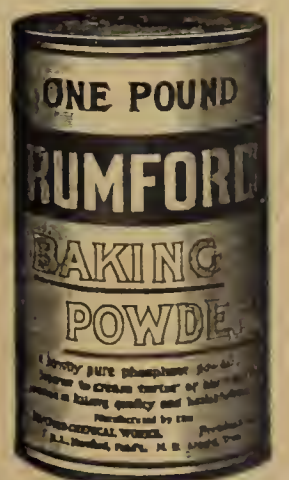


Nobody can blame the grocer nowadays for looking sharply at the profit of everything he sells, for the business is overcrowded and it is not so easy as it was to get a fair return for his labor.

The retail profit on Rumford Baking Powders will suit any grocer no matter how exacting.

But trouble is ahead for the grocer who thinks too much of the profit and not enough of the quality of the goods. Rumford Powders are the best of the best type of baking powders made — the phosphate powders. They not only leaven perfectly, but they are foods instead of chemicals. From every standpoint they are the baking powders to sell.

Pure phosphate, corn-starch and baking soda.



Rumford Chemical Works
PROVIDENCE, R. I.

also should seem to teach us that we who are already in business must guard our capital with jealous watchfulness, allowing nothing to curtail it dangerously—and that will carry with it many a lesson.

Here is one man, for instance, who writes:—

—, Iowa, June 22, 1911.

Editor "Store Management."

Dear Sir:—I notice recent editorials indicating that most merchants favor credit business more than cash. I have been contemplating going into a cash business. I am located in a small town and carry between \$1,500 and \$2,000 on my books all the time, and it prevents me from taking advantage of all my discounts, and at other times I have had opportunities to buy goods at a better price if I could see my way clear to meet the bills when due. I note particularly the suggestion that merchants should charge 6 per cent. interest on accounts running over a certain time. What length of time do you think would be right and proper? This credit business is very annoying. I think it holds us down where we are not able to make as much money as we could if we got the cash. Let me hear from you.

Yours truly,

M—, D—, T—, O—.

That letter enters into many questions which cannot be discussed now; but it indicates one thing clearly enough, which is that this merchant has not enough capital to carry on his present business as he has it mapped out to the best advantage. As he gives no details of his affairs, it is hard, however, to say offhand that lack of capital is all of his trouble. It may be that other things are wrong; that he is the kind of man to whom added capital would not afford relief, for I hold the opinion, based on years of intimate experience, that great numbers of merchants are better off limited as to capital than they would be if they had greater resources. This because the proper handling and most advantageous employment of liberal capital requires mature knowledge and sound judgment; and such knowledge and judgment can only be acquired and developed through the hard school wherein we learn to make a dollar go as far as possible—thus appreciating it at its full value.

In view of the great number of examples we have before us of men who have started practically "on nothing" and have developed into unusually successful merchants, it is extremely difficult to indicate what capital a man should have to start a given busi-

ness. In fact, one cannot indicate it, for there are more exceptions than rules. It is different with a "going" business, for here we can judge what should be available. The average retail grocery business of \$30,000 overturn per annum might be conducted successfully with \$2,500 working capital, if it could be bought on that basis. This would enable the grocer to turn his capital ten times, or rather, he would have to turn it ten times annually to do that business. He would better have \$3,000 working capital, as that would enable him to handle the business, turning his stock eight times annually. Now, if we consider that the fixed capital for such a business, such as furniture and other needful equipment could hardly be bought for less than \$1,500—or if bought for less would be of such inferior character as to require early replacement, which would be the same as paying for it to begin with—and could easily cost \$2,000, we shall see that, to be safe, a man should not try to handle a going business doing \$30,000 on less than \$5,000 total capital. These ratios can be built up proportionately for any larger business, excepting that, as we get very much larger, we must allow a constantly increasing proportion of capital since earnings are apt to be reduced as the business grows.

That last statement demands some elaboration, but you can readily see what I mean. Suppose a man has \$250 and starts a little business, or buys out, on advantageous terms, a little store which has not paid. By dint of doing nearly everything himself, working early and late, in the good, old-fashioned, traditional way, he may live, support a small family and have, at the end of the year, anywhere from \$400 to \$750 to show. Sometimes better than that. This is making a net profit on his capital investment of from 60 to 300 per cent. per annum. He can do nearly as well the second year, but never so well as at the beginning; and the reason is not far to seek. So long as he has so little money, he must necessarily confine his business to strictly staple lines which turn over every few days. He must buy in small quantities and probably pay close to spot cash. He neither wastes, nor overweighs, nor overmeas-

ures, but gets the most out of each item, because he does it all himself and knows for whom he is working. But under no conceivable circumstances, except theoretically, can such ratio of net profit be carried upward into any large business; for here others have to be employed who have no special interest in the business; carelessness and indifference take their toll; margins are curtailed if not actually, then proportionately. Thus, while the first net profit might be anywhere from 60 per cent. up, the bigger business, doing \$30,000, can rarely make more than 30 per cent.; and as it grows still bigger, this profit gets smaller.

I am inclined to the opinion that in this process of changing conditions is where these lack-of-capital failures occur. The man makes a big, a phenomenal success, to start with. Then comes the time when his business gets beyond his individual capacity to handle it, and he takes on help, adds new lines, maybe gives a little credit—more likely than not—and buys a little less carefully. Things seem to boom, in fact, they do boom, only he does not realize it; and only at the end of the year, if his end comes not before that time, does he awake to the realization that he has made hardly any money—has made no money—is going behind—in fact, must do something intelligently, and speedily, if he is going to pull through.

No account has been taken so far of the use of credit as a supplement to capital. That is because I do not believe in any such expedient. No man in the grocery business—which is the only one I know—should buy on credit beyond his ability to discount within the ten day limit. I am well aware that many men have done this and also that many have succeeded in "getting away with it"; but in such things, as in mining and oil wells, we hear of the successes but not of the failures—except as they show up in cold, impersonal statistics at the end of Dun's fiscal year.

Let us see just what this ten days may mean. On a business of \$30,000 the average purchases will be \$80 per day, and in ten days that amounts to \$800, which will give us just \$800 additional working capital without missing a

discount, and discount at 1 per cent. for twenty days' time is 18 per cent. per annum on our purchases. Goods sold on sixty days give us 2 per cent. for fifty days' time, or, roughly, 12 per cent. on our purchases per annum. As fewer lines are sold every year on the 60-day basis, the tendency constantly being toward shorter credits, and considering the lines that are billed net cash, it is probably best to figure that discounts, if all taken, will show us an average of 15 per cent. on our purchases. On purchases of \$24,000 per annum, this gives us the very appreciable sum of \$3,600. Such a trifling computation as that will strikingly show why no man should ever so conduct his business, no matter what the temptation to buy "for better figures" or otherwise, as to lose any discounts whatever.

AMONG THE TRADE.

The annual picnic of the Philadelphia Retail Grocers' Association at Chestnut Hill Park on Wednesday last was probably the most successful ever held. It is estimated that 20,000 people were present, and everything went with a rush. Almost every store in the city and suburbs closed in the afternoon, that being their regular half-holiday. A baby show was one of the most popular features of the day. There was also a hot ball game between Germantown grocers one side and Frankford grocers on the other. The Germantown nine won with nine runs to Frankford's five. The sports were in charge of William Douglass, the eminent contractor, who is an unofficial member of the association. They were exceedingly successful. The committee on general arrangements was as follows: Luke Jackson, chairman; R. C. Homeyard, J. H. Hurlock, W. R. Rapp, G. C. Torbert. Committee on Sports, George K. Murgatroyd, chairman; William Douglass, C. K. Dewees, F. J. McCaffrey, F. W. Wiley.

Tomatoes are selling moderately. The range is 35 to 75 cents per basket. Lots of the receipts show the effect of heat and rain. Cannerymen are paying 18 to 20 cents for culls and 35 for good stock.

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. The demand is fair for the season, though there is no boom. Prices show no change from a week ago.

Coffee.

The market for Rio and Santos coffee is perhaps a trifle easier in some, but it is a question whether goods could be bought much if any cheaper. Without doubt the undertone is still strong, the easiness is only temporary. The demand for coffee is quiet at the moment. Mild grades are steady and firm at unchanged prices. Java and Mocha are quiet and steady.

Sugar.

The sugar market is very strong at the advances noted last week, though no further advance is expected at the moment. Raw sugar is exceedingly strong and high, and refined is following it closely. The demand for refined sugar is active.

Syrup and Molasses.

Glucose is unchanged. Compound syrup is dull and unchanged and so is sugar syrup. Molasses is selling hardly at all, and prices are quiet.

Fish.

Mackerel of all grades are temporarily neglected. Prices are unchanged, but the market generally speaking is not very strong. On Irish mackerel it is in buyer's favor. Cod, hake and haddock are dull but firm. Domestic sardines are unchanged, steady and dull. Imported sardines moderately active at unchanged prices. No prices have as yet been named on new Alaska salmon, and may not be until September. It is expected that red Alaska will not be less than \$1.30 to \$1.35 f. o. b. the coast in a large way, and it may be more. Spot salmon is quiet and very high.

Canned Goods.

Spot tomatoes are unchanged in price and quiet. Futures are also unchanged, and the prospects are very fair, if the weather keeps favorable. New corn has not yet been delivered, but will be very shortly, at prices materially below present spot prices. The present demand for corn is not large.

Peas are very firm and high by reason of scarcity, and any surplus lots from the new packing are eagerly taken as fast as offered. There is some reason to believe, however, that there may prove to be more peas than has been expected. Many of the representative packers of the West are delivering good percentages of their sales, some 100 per cent. of certain grades, and are offering a surplus for sale. There is no price on future New York State apples, on account of the crop damage, and the spot price of gallons in jobbers' hands is very high—\$3.60 to \$3.75. Eastern peaches will probably not amount to much this year, as the crop in Delaware is expected to amount to little. California canned goods are unchanged, with the exception of peaches, which have been advanced by some packers 15 cents per dozen. Small standard canned goods show no particular change.

Dried Fruits.

Spot prunes are hardly worth talking about, and there is practically no price on futures, as the growers and packers are in a flurry together, and the growers are demanding a very high price for their fruit. Spot peaches are moderately active for the season at unchanged prices. There is still no price on futures, owing to the excited peach market in California. Spot apricots are very scarce, and futures are still high and dull. Raisins have been demoralized somewhat during the week by the efforts on the part of some of the large California packers to unload old goods by offering prices about $\frac{5}{8}$ cent below the prices some other packers are asking. Currants are unchanged and quiet.

Butter.

The receipts of butter are a little shorter than the average for the season, owing to the hot, dry weather prevailing in the butter producing sections. The consumptive demand is fully up to the standard, however, and the market is thoroughly healthy at about the same prices as ruled last week. Butter is selling relatively higher in the West than in the

East, and the market here is therefore not unlikely to advance in the near future. Nearby butter is in very short supply and an increase can hardly be looked for for a month at least.

Beans and Peas.

Domestic pea beans are unchanged, fairly high and in moderate demand. Domestic marrows are unchanged and in quiet demand. California limas are selling in a small way on last week's basis. Green peas are cleaned up and Scotch are very nearly so. There will be no further supplies of them until October.

Eggs.

The egg market is firm and unchanged. The receipts are still fairly liberal for the season, but are showing heavy loss, owing to the hot weather. The outlook is for a firm market for the next few days with possible advance on fancy eggs.

Cheese.

The cheese market shows an active consumptive demand for all grades. The situation is firm at unchanged prices, and the receipts are about normal for the season. The quality of the cheese arriving is very fair considering the weather. No radical change seems in sight.

Provisions.

Everything in smoked meats is firm and unchanged. The consumptive demand is very good, and the outlook is for a continuance of it at practically unchanged prices. Pure lard is in good consumptive demand at $\frac{1}{4}$ cent advance. Stocks are lighter than they have been. Compound lard is dull and shows only a moderate demand. Result, a decline of $\frac{1}{4}$ cent. Dried beef, barrel pork and canned meats are unchanged and in good demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Continued activity in the tomato market and the high cost of raw stock combine to sustain the prices of the canned article. These conditions are likely to continue for a couple of weeks longer at least, and it will be a month yet before the canning sea-

son will have opened up sufficiently for one to be able to get any reasonably accurate information concerning the yield from the acreage planted this year. The weather conditions during the last ten days were far more favorable for the crop, so far as the temperature is concerned, than it was during any time previously, but the lack of rain still continues in the lower half of the Peninsula section, and the daily papers publish the most unfavorable accounts of the prevailing crop conditions there. The Peninsula section of Maryland and Delaware is where the largest portion of the tomatoes canned in the two States is grown. Glance at any map, almost any railroad folder will do, and draw a line at a point on the Chesapeake Bay, say from Claiborne straight across the Peninsula to Rehoboth, and it will give you an excellent idea of the extent of the territory that is suffering so greatly from the blight to the tomato crop all the way down to Cape Charles. In all that section the lightest rainfall since the first of April in the history of the weather bureau for the same period has been their portion, and those are the months when it is wanted the worst. The farmers in that section certainly have the blues very badly because of the unfavorable outlook for their crops up to this date. To the north of that imaginary line across the Peninsula, up to Townsend, there has been sufficient rain in spots which caused a luxuriant growth of vines, but the farmers claim that they have not "fruited," as they express it, and therefore the yield of tomatoes will be less than the average. South of Baltimore, on the western shore of the Chesapeake, unfavorable crop conditions exist for the want of rain, but north of Baltimore, in Harford County especially, the outlook is favorable for an average yield, because in that section they had sufficient rain at the time it was needed most. The canning season opened in Baltimore last week, and the quality of the tomatoes has improved each day of course, but the country canneries will not start up for a week or two. The demand for future tomatoes continues to be active. Spot tomatoes for quick shipment are in demand, and the orders for them continue to come from the same markets that have been buying them right along at full prices, and the sellers appear to be confident of their position.

A further demand for peas this week has nearly cleaned up the spot stocks of seconds and standards, causing higher prices for them. The scarcity of and higher prices for fresh peas is causing a large demand for soaked peas, the prices for which are stiffening up. Spot corn is getting to be a scarce article in Baltimore and vicinity; the stocks are very light. Future corn is not active, but is very firm because the packers are sold up so close to the danger line for them. String beans, next to tomatoes, was the most active article in the line of vegetables in the last two weeks. Spot spinach is almost sold out, and the canners have already booked all the future spinach they care to sell at this time.

New pack of apples for quick shipment are offered in small quantities, and for August and September shipment the orders are increasing. Spot pears are getting to be quite scarce, nearly cleaned up, and futures are not being offered for fear of a short crop. The stocks of pineapples here are almost ridiculously small for this time of the year, or for any other time in the season, as a matter of fact. Berries of all kinds, as well as red and white cherries, are as strong as any other lines of fruits, with small offerings comparatively. Very, very few peaches are arriving, and the small quantity canned so far has had quick sale. The outlook for even a small crop of peaches in this section is discouraging to the canners, and jobbers would do well to look elsewhere for supplies. Cove oysters are firm, though not active this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Rice.

Under good inquiry the past week, the rice market has exhibited a marked degree of strength. The call has been for general assortment. Screenings are scarce. The same is true of the lower medium and fancy Honduras styles. Japan sorts are in request for local and nearby consumption at advanced prices. Japans have ruled here below the parity of primary points and recently large inquiry is reported in local circles for Southern account. This is based upon light offerings and the fact that three months will elapse before new crop appears in commercial quantity.

Advices from the South note quiet market on the Atlantic Coast. At New Orleans the market is strong at recent advance and slightly parcels find ready sale. New crop rough has come forward slowly; the second lot, 238 sacks, sold at \$3.75 per barrel (162 pounds rough), equal to about 5 cents cost for the head

rice produced. Further receipts of new crop are reported, total amounting to 6,000 sacks. Rainy weather is interfering with harvest. Sales of cleaned have been made on a basis of 5¼ cents for extra fancy head and 4¾ cents for fancy head. New Orleans is likely to meet competition from the Southwestern mills for possession of the river crop; already shipments have been made away from New Orleans.

In the interior—Southwest Louisiana, Texas and Arkansas—an improved tone is manifest. The demand is reported as greatly in excess of like periods in previous years, and holders are disposed to ask full figures for offerings.

The partial failure of root and small crops on account of hot, dry weather, and the high prices exacted for potatoes, etc., is an economic reason for the unusual demand for rice at this particular juncture.

Cables and correspondence from abroad note steady markets on all deliveries.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Evaporated Apples, Etc.

The evaporated apple market has been at a standstill since the wind storm here a week ago. It is estimated that the damage from this has resulted in a drop of about 20 per cent of the fruit that was on the trees. It has not affected the market on late shipment evaporated apples, as the prices have been high enough to offset it. Prime quality in 50-pound boxes are obtainable at 10¼ to 10½ cents, with the buyers interested at ¼ to ½ cent less.

The evaporators here have started up and are making chops of the fruit on the ground, and these goods are selling at 2½ to 3¼ cents, according to quality. Future waste is firmly held, the exporters being the only buyers however. The stock is quotable at 3½ to 3¾ cents f. o. b. shipping point in barrels.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

Holland herring are now beginning to arrive more freely, and prices cabled from Holland are somewhat lower than last week. The demand, of course, is very much restricted by the hot weather.

Scotland reports poor fishing. Arrivals show excellent quality and are being sold promptly ex-dock.

Irish Mackerel.—There has been no curing yet at any of the Irish stations this week. Total shipments of new spring Irish mackerel amount to 1,306 barrels.

Imported Oil Sardines.—unfortunately, France again reports a practical total failure of catch.

Very few sardines are being taken, although the season is at its height. The new fish that can be had are rather large and price out of reason. It looks as if we were in for another disastrous season in French sardines. The sprat fishing in France having also proved a total failure, it is to be expected that price will soon be tending higher.

In Norway, contrary to expectations, the fishing is poor at present, and price for the fresh fish is very high. Of course it is too early yet to say anything definite about Norwegian sardine fishing.

Portuguese Sardines.—At the present time there is only large fish running, unsuitable for Dingley ¼s. Quality of the fish is fine.

STROHMEYER & ARPE Co.
New York.

Spices.

The market continues steady and quite active without many changes in prices during the week. There is certainly a tendency for higher prices on numerous spices, especially pepper, cloves and mace.

Peppers in good demand. The market is quite firm and prices are advancing, especially white peppers.

Red peppers in fair demand at unchanged prices. There has been some fair trading in futures.

Cloves.—Spot prices higher. Crop is reported low. Foreign spices are now well above prices in effect here.

Pimento (Allspice).—Crop reports are anything but favorable. The article is strong and prices will no doubt advance.

Nutmegs only in fair demand at unchanged prices.

Mace in very active demand. The supply is limited and it is expected higher prices will rule.

Cassias.—Saigon is very scarce and higher prices are now in order; Batavia is also in small demand; China steady at unchanged prices.

Gingers are firmer and in fair demand.

Green ginger root now coming in. Quality very fair. Prices are unchanged.

Tapiocas slowly tending upward. There has been some heavy buying lately.

Seeds, herbs, etc., all fairly active; Coriander is firmer, due possibly to the trouble in Morocco; Poppy is very much firmer; Celery and Mustard seeds now selling well.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Cold storage Georgia peaches have nearly all been taken out, and have sold at the average price of \$3.50 per crate. A few Jersey peaches have come forward at

\$1.50 to \$1.75 per basket, and they are fairly good. Delaware is also shipping a few each day at \$1.25 average. The prospect for the Delaware peach crop is very poor. Jersey will have a fair crop in some sections, but the aggregate will be much below last year.

Georgia Le Conte pears are coming North and bringing \$6 per barrel. The demand is only fair. Jersey pears are also in market at around \$1 per basket.

Delaware grapes from North Carolina average \$2.50 per case, which is a high price. The demand is poor.

Lemons have declined 50 cents to \$1 per box, and \$4.50 is now top. They were as high as \$6. These are the imported, which keep much better than the California lemon.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

- Washington, D. C., July 4, 1911.
996,696. Process of preserving eggs. B. F. Birkett, Norristown, Pa.
996,804. Alarm indicator for boiling purposes. G. Schumacher, Wermelskirchen, Germany.
996,917. Shipping refrigerator. E. E. Flora, Chicago, Ill.
996,971. Baking apparatus. F. A. Calley, Franklin, N. H.
997,179. Process of preserving meats. A. N. Chambers, Martin, Tenn.
997,213. Baker's peel holder. S. E. Selleck, Cold Spring, N. Y.
Washington, D. C., July 11, 1911.
997,527. Dough raiser. W. H. White, Columbus, Ohio.
997,621. Display carrier. E. F. Hulbert, South Norwalk, Conn.
997,637. Display machine. V. Rohde, New York, N. Y.
997,845. Percolator. J. J. O'Mara, New York, N. Y.
997,894. Knockdown case. F. A. and R. Bebout and J. R. Inglis, Madison, Ind.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 54,011. "Sultan" for chocolate candy. The Salina Candy Co., Salina, Kan.
Ser. No. 54,094. "Black and Tan" for candy. Johnson Biscuit Co., Sioux City, Iowa.
Ser. No. 55,847. "Doalders" for cocoa, etc. Internationale Cocaofabriken, Ltd., Amsterdam, Holland.
Ser. No. 56,238. "Lota" for wheat flour. The Northwestern Consolidated Milling Co., Minneapolis, Minn.
Ser. No. 50,148. "Lirio Blanco" for wheat flour. The Rea-Patterson Milling Co., Coffeyville, Kan.
Ser. No. 55,925. "High Grade" for canned fruits and vegetables. W. F. Assau Canning Co., Baltimore, Md.
Ser. No. 55,923. "Garland" for canned fruits and vegetables. W. F. Assau Canning Co., Baltimore, Md.
Ser. No. 52,786. "Supreme Delight" for coffee, tea, etc. Roth-Homeyer Coffee Co., St. Louis, Mo.
Ser. No. 54,135. "Cougar" for canned goods. P. P. Lee & Co., Bellingham, Wash.

Ser. No. 56,537. "Masterpiece" for blended coffee. The Bour Co., Toledo, Ohio.
Ser. No. 56,565. "Royal" for rice. S. Talmage Co., Ltd., New Orleans, La.

Ser. No. 56,695. "Crescent" for candy. Schaeffer Bros. & Powell Mfg. Co., St. Louis, Mo.
Ser. No. 56,696. "Sunlight" for candies. Schaeffer Bros. & Powell Mfg. Co., St. Louis, Mo.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Kill That Thing "Fear."—You're afraid the boss doesn't like you. You're afraid you'll lose your job. You're afraid some other fellow is going to get ahead. You're afraid of this, that and other things. Do you know what's the matter with you? You don't toe the mark.

If you'll give yourself a good shaking and go to work and put away these mental fear thoughts to the devil, where they belong, and start to work for your employer like a sane man, you'll soon kick yourself for the dreamy time you wasted. Make yourself the best man in the store. Do you know how to do it?

Thow your whole heart and soul into your work.

Think, act and live during the entire business day for the entire success of the business.

Brush away the knocks and gaily laugh off the wretched little discouragements.

You're in to win and you have the winning receipt.

Go ahead.

Selling Suggestions For Little Things.

A can of this tongue this size is enough for at least five people. Put it on the ice an hour before you use it. Cut the can around the outside right here so it will come out whole. Slice it nice and thin with a sharp knife. Thirty cents.

These are the breakfast salt mackerel we advertised for 10 cents per pound. Notice how white the meat is and how bright the skin. Suppose I send you a half dozen and maybe later you'll like a kit for \$1.

The idea of getting these little cans of salmon is that a small family can use one up at a time.

The fish is red. There is no waste to it and the price is only 12 cents. A nice thing to go with it is these sifted peas at 15 cents a can.

I notice that you don't buy your coffee here and if you have any experience in irregularity of flavor I'd like to sell you "our own" blend. Never does it vary in character or taste. This morning is the morning for the new roast.

That display of pure cider vinegar in 10 cent bottles is simply to meet a growing demand for an article in convenient form that is so much used this time of the year.

We're having a sale of corned beef at 12 cents a pound, and the head butcher, who is from New England, tells about a *New England Boiled Dinner*, and says that in the centre of the big platter is the corned beef and all around it is placed cabbage, beets, carrots, turnips, corn and potatoes. Each one around the table helps himself to the vegetables after the meat is served.

This morning we have everything that goes with the dinner.

Get Away From Stiffness in selling goods and go about it in an off-hand manner. It puts women in an easier frame of mind.

We're not diamond merchants. With us there's no lengthy, learned, educational talk necessary.

Certainly we must know the nature of the contents.

But there are a great many things that have no "contents," but are dead open and shut, that all it needs is good talk, and that can be acquired if we only try.



"See This, Aunt Em'ly."

"Don't that look good? Jell-O for you. Made it all by myself."

The main reason why Jell-O moves from the store shelves so smoothly and briskly is the housewife's appreciation of the easy Jell-O way of making desserts.

A child can make up

JELL-O

desserts, and one can be made in a minute.

"Nothing like Jell-O for dessert" is the dinner watchword in several million American homes.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

The name JELL-O is on every package in big red letters.
If it isn't there, it isn't JELL-O



MR. GROCERMAN!
Your Interests Are Ours, Too

—SELL—
MAPLEINE

(A Distinctive Flavoring)

Better Than Real Maple

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50 cents per gallon. Can be used anywhere a flavoring is desired.

ADVERTISED EVERYWHERE

NICE PROFIT

DEMAND STEADY & GROWING

Order to-day from your jobber

Frank A. Smith Company

Philadelphia Agents

Crescent Mfg. Co.

SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400"
COFFEE

Githens, Rexsamer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia



The Ideas of Mr. Harry Johnson on Grocers' Clothes.

I never told you anything about Harry Johnson, did I? Harry's on the road for a swell men's furnishing house in Philadelphia. They have the bang-uppest retail store on Chestnut street and do a wholesale business beside. You can go in there, they tell me, and get the cutest stunts you ever saw in peacock socks and knit ties the color of elephants' breath.

Harry's one of their biggest ads. Gee, but he does get himself up in great shape! If I wore stuff like that I'd be afraid to go out. I have an idea what he thinks of my clothes; in fact I know he don't think they're clothes at all—just covers to keep me from being pulled in for indecent exposure.

Harry asked me once whether my wife made my pants! What d'ye think of that?

Oh, I don't care. I don't set myself up for any tailor's dummy, though I have been called a dummy of another sort.

Well, it's about time I was getting around to what I'm going to say.

I usually meet Harry at one point of a trip I make every summer, and we often hit up a night together. Under his silk shirts he's a good fellow, but he sure is mad about clothes; of course it's his business. He actually told me once that if he saw a fellow in the street wearing a blue tie with a purple shirt he wasn't fit for a thing all day.

The other night we took a trolley ride and Harry hit it up for eight miles about how it ought to be a crime to dress like some men do.

"Take the average small tradesman," said Harry. "They have no more idea of the proper way to dress than a town pump."

"Oh, come now!" I said. "I get about among the fellows you call small tradesmen, and I've

never noticed that they didn't hold up their end."

"Maybe you couldn't judge," he said, meanly, looking at the shirt I had on. My wife had bought it and it would have been all right if it hadn't been that color.

"Last Saturday in Philadelphia," Harry went on, "I went into a grocery store with Mrs. Johnson. I looked at the proprietor of that place in absolute amazement! He was in his shirt sleeves, and he had both belt and suspenders on!"

"Oh, mercy!" I said, "why didn't you have him arrested!"

"He should have been," said he seriously. "There is only one man worse than the one who wears both belt and suspenders—with his coat off—and that's the one who kills his mother while she is smoothing his pillow at night."

"Ha! Ha! Ha! Harry, you make me seasick!" I said. "What'll he do if a belt won't keep his pants up—wear a skirt?"

"Let him wear suspenders alone," he said firmly.

"I just stood there and looked him over," he went on. "He had on a brown tie and a grey shirt! Just think of that!"

It was dark, but I could tell that he was sobbing softly.

"Not the slightest idea of taste or combination!" he said, "not the slightest! And his trousers looked as though they hadn't been pressed for weeks!"

"And yet Mrs. Johnson told me he kept a driving horse and an automobile," he finished seriously.

"That's where he gets his sport," I suggested. "Clothes don't mean anything to him—he has some real ideas about getting the good out of life. You've got clothes to burn and I suppose you'd hang yourself before you'd

wear a brown tie with a grey shirt—although I'll be shot if I can see anything wrong with it—but I never noticed that you kept a horse or a car."

"Anybody is happier when he dresses properly," he said.

"Oh, fudge!" I said. "These 'small tradesman,' as you call 'em, don't have time to fuss over what they wear—they're hustling to make a living. And if they had the time they wouldn't have the money. There ain't any fortune in the grocery business like there is in your business, where there's a new crop of fools every year to pay \$3 for one tie."

Harry showed me one day a line of neckties that idiots paid \$3 for at retail! No, I don't mean \$3 a dozen, either—I mean \$3 *apiece*! Give you my word, I didn't know there was such a thing.

"And as for getting pants pressed every fifteen minutes," I went on, "a whole lot of us would have to go to bed to get it done. Was this grocer you're talking about clean?"

"Oh, yes, I didn't notice that he wasn't clean," he admitted.

"Well, then you've got no right to ask anything more," I said. "Just think of a man who has to get up at 4 or 5 o'clock in the morning stopping to waste a lot of time thinking about his clothes! Holy cat! These fellows are *busy*, I tell you! And after all, what difference does it make? I agree with you they ought to keep themselves tidied up, and they ought to wear as good clothes as they can. But when it comes to fuzzling over *color combinations*—there's nothing to it. Life's too short!"

Harry shook his head and of course kept on thinking just the same. I wouldn't put him past taking his trade away from that Philadelphia grocer who wore the

brown tie. Honest to goodness I wouldn't. THE STROLLER.

THE NEW YORK LETTER

(Continued from page 13.)

from \$5.15 to \$5.50, the higher figures being for favorite brands.

Butter has been advancing and there is a moderate, steady demand. Receipts are not excessive and are readily absorbed for requirements and for the usual storage purposes. The creamery specials are up to 27 cents, with some premiums for choice marks. The extras are quoted at 26 cents; firsts 23½ to 24½ cents. The finest State dairy brings 24½ to 25 cents in tubs; good to prime 22 to 24 cents. There is increased movement in process butter, with specials at 22 to 22½ cents; extras at 21½; firsts 20 to 21 cents. The prices are for carload lots at the Mercantile Exchange.

Eggs have been irregular in the last week. There is a moderate demand and receipts are liberal. Prices went up, but some of the advance was lost. There is said to be an accumulation of fresh-gathered Western eggs held at 18 cents and upward. The average graded eggs bring 16 to 18 cents and fancy marks may bring from 19 to 20 cents. The finest nearby white hennery eggs are quoted at 25 to 30 cents in large lots.

FRED. A. MCGILL.

An Enlarged and Improved Lippincott's.

Thirty-two extra pages in the August "Lippincott's" enables that publication to present to its readers an unusually imposing table of contents, as well as some attractive new features. As usual, the magazine opens with a complete novel, "The Little Green Door," by Dorothea Deakin, author of "Georgie." This is a rare story, full of humor and charm, yet with a touch of pathos, too. The heroines are twin sisters, ingenuous girls, who fly in the face of convention when Fate plays them a shabby trick.

Charles Egbert Craddock, author of "The Fair Mississippian," contributes a long short story of the Civil War, entitled "The Lost Guidon." Ellis Parker Butler, the "Pigs is Pigs" man, is responsible for "Where There's a Will." Ella Middleton Tybout's offering is "The Efficiency of Miss De Long," a story of Department life in Washington, which may open the eyes of many in the service and out. Other short stories are "Tea from Japan," by Edwin L. Sabin; "Square," by Anna Rozilla Crever; "The Arraignment of Sarah McElwell," by Luellen Teters Bussenius; and "Fun," by W. Carey Wonderly. Another attractive feature coming under the head of fiction is a new department devoted to translations of tales by foreign authors, and entitled "Short Story Masterpieces." This month's story is Guy de Maupassant's "Moonlight," with an introduction by the Editor.

A new departure for "Lippincott's" is the "Financial Department," which will be helpful to all investors, especially small ones.



Fresh Vegetable Display.

Fresh country vegetables are very much in demand now. This window will prove a winner. To arrange, first place a box or two at each side of the window in the rear and throw a bag or two over this to form a mound or bank of earth. Now cover both mounds with a green cloth in the centre and towards the rear, to imitate a pathway. Use tan or brown cheese cloth and lay it on loosely to imitate ruts in the earth. Now commence to arrange your vegetables to the right as you look at the window. Along the front place a layer of large cucumbers, some yellow butter beans, a few heads of lettuce, a few eggplants, etc. Back of the cucumbers and along the edge of the path place some large, round tomatoes. Surround the slanting part of the mound with green peas and on top place some nice, large onions.

Now for the left side. Place cabbages all along the edge of the path. On them and against the mound place green onions, tops up, and on the top place a few bunches of beets, carrots, early turnips, etc.



Place a small wheelbarrow in the path, using one according to the size of the window and the display, fill it with paper or burlap bags and then put in a few layers of fine potatoes. In this way it will not require so much of the real stock. Place a spade against the barrow—this will suggest as though it were used to dig them out of the ground. A little back of the mound, on the left, make a large fake bag, place a layer of turnips on top and roll the edge around so it will show them up nicely. Now use a few branches from an apple tree, if you can obtain them, nailing them at the side of the window in the rear. Tie it full of small, new yellow or green apples and underneath stand a fake basket with a layer or two of apples on top. Six short and two long boughs or trimmed branches arranged like a rustic fence adds very

much to this display. At the other side, at the rear, stand a few corn stalks with a couple of ears of corn on them. After everything is arranged in the window, run a width or two of green crepe paper across the rear, making it as high as you have your rustic fence. A large suspended sign card completes it.

Rice Display.

A rice window is always good. This one is fine and it will not require a great amount of stock to arrange. First build a slant of boards in the centre of the window in the rear. It should be from twelve to eighteen inches high. It all depends on the size of the window how high the slant should be. Don't make it too steep. Now cover the slant and the bottom of the window at both sides with black muslin or crepe paper. This done, place rice in one pound cotton sacks all around the edge of the slant. Now cover the slant with loose whole rice from one-half to one inch thick. The sacks around



the slant will prevent it from spilling over the edges. Cut letters from pasteboard and cover with black paper and arrange them on the rice like in cut ("Eat more rice, less meat."). At the top of the slant build a pyramid of the rice in sacks, from which you can sell, if convenient. At each side of the slant place a large pudding dish and four or more small dessert dishes, with some of the loose rice and a spoon, thus suggesting the popular dessert of thousands of people. Place some large brown bags at the rear, as many as your window will allow, fill them with sawdust or bran and paint the word rice on each one in black letters. Suspend one large sign card in the centre at the rear, with lettering like in illustration or similar and your window display is complete.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

AGENCY WANTED.

GENTLEMAN shortly returning to England is open to consider proposition from American manufacturer of a high class specialty. Organization covers grocery, drug and sundry trades of the United Kingdom. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

HELP WANTED.

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 11

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 11

SITUATION WANTED.

MANUFACTURERS AND PACKERS.—We have at present a salesman in our employ who desires to connect himself with a firm as salesman. Has been with us for the past eight years and while we regret to lose him we desire to place him as advantageously as possible. He can produce the business. Thoroughly acquainted with trade in Pennsylvania, New Jersey and Delaware. For information address W. H. Naylor, Circulation Manager, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

FOR SALE.

FOR SALE.—Choice summer hand-picked apples, well-filled barrels, \$2.00, f. o. b. cars here. Cash or A1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 6

FOR SALE.—General store with a clean stock of \$2,000 and horse and wagon. Will sell entire proposition for \$1,600 cash on account of leaving this section of the country. Investigation invited. F. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

FOR SALE.—Grocery and notion business established twenty-five years. Store room and dwelling can be rented. Reason for selling, death in family. A. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—Grocery and provision store in suburban town, a short distance from Harrisburg. Will sell stock and fixtures at inventory. Will also sell building. Stock about \$2,400. S. P., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

FOR SALE.—One Sterling Beef and Bacon Slicer; one Rival Peanut Roaster, run one summer, roasts ten quarts, No. 1 condition. \$30 F.O.B. Greencastle, Pa. W. H. Witmer, Greencastle, Pa. 6

FOR SALE.—Grocery and meat market in northwestern section of West Philadelphia. Large, roomy store in thickly settled neighborhood. Stock at inventory. Up-to-date fixtures. Good reasons for going out of business. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

FOR SALE.—One of the best located and most desirable grocery stores in Harrisburg, Pa. Three story brick building, eleven rooms and bath, three large halls, steam heat, all improvements. Up-to-date store fixtures and fresh, clean stock of goods. Doing a business of over \$20,000, half cash, balance good credit. Business can be doubled by adding fresh meats. Owner will sacrifice over \$2,000 to quick buyer.

Reasons for selling, death in family and broken health. \$4,500 required. Balance, on mortgage, can be paid monthly. For price and full details address W. L. V. C., 1518 N. Sixth St., Harrisburg, Pa. 7

FOR SALE.—Stock and fixtures of a good corner grocery and provision store, doing a good business. Will sell to a quick buyer for \$800. Property can be bought for \$4,200. Six rooms and all conveniences. D. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Corner grocery and provision store. Would do good with fresh meats. Will accept \$1,100, if sold at once. Property containing six rooms and conveniences, can be bought for \$5,100. Northwest section. S. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Grocery and delicatessen store. Good stand. Neighborhood Fifty-second and Pine Sts. Will sell to a quick buyer for \$1,450. Dwelling contains six rooms, bath and all conveniences. W. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

FOR SALE.—Removal Sale Bargain. Orangeade cooler, with five gallon size bottle, only used thirty days, also about nine gallons Orangeade syrup in keg. Total first cost \$25; will sell for \$15 cash. Merchandise Co. A., Shippensburg, Pa. 6

FOR SALE.—Grocery, meat and provision store established eighteen years. Will sell to a quick buyer for \$1,600, with privilege of buying the property, containing seven rooms, bath, steam heat, etc., and stable in rear for three horses; price \$9,000. K. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

FOR SALE.—Stock and fixtures of grocery and provision store for \$750, doing a good business. Property, containing six rooms, with all conveniences, can be bought for a low figure, \$4,000. Call corner Sansom and Peach Sts., between Fifty-third and Fifty-fourth Sts., Philadelphia, Pa. 6

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second Street, Philadelphia, Pa. 11

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixteenth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—An old established grocery, meat and provision store in the south section of Chester, Pa. Will sell for a very low price, \$4,500, to a quick buyer, with privilege of buying property. T. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—An old established grocery and delicatessen store, doing a fine business. Will accept \$1,150, if sold at once. Neighborhood Forty-ninth and Woodland Ave. Dwelling has ten rooms and bath. I. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of a good corner grocery store. Has a well paying milk route. Will sell for \$1,275 to a quick buyer. Rent, \$20 per month. Dwelling contains six rooms, bath and all conveniences. 1429 N. Twenty-second St., Philadelphia, Pa. 9

BUSINESS OPPORTUNITIES.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about

\$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying established business investigate this one before looking further. About \$3,000 required; part cash and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty-four years' occupancy has

proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers @ 1 50	\$.60	sell @ \$.03	\$1 20
50 5-in. "	2.50	1.25 "	.05 2 50
70 6-in. "	3.50	2.45 "	.06 4 20
50 7-in. "	5.00	2 50 "	.08 4 00
40 8-in. "	7.00	2 80 "	.10 4 00
		\$9 60	\$15 90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

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ZANESVILLE, OHIO

Published every
Monday.

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Circulates in every
State of the Union
and Canada.

AND

General Merchant

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Des Moines (Iowa) Association Replies to Questions Intimating Illegal Price Control

Denies Any Attempt at Combination and Lays Bare the Conditions Under Which the Grocer Does Business. Dubuque Grocers Sell Cheaper than Those at Des Moines. Fruit Producers Charge Combination Among Retailers.

Special Correspondence of "Grocery World and General Merchant."

Des Moines, Iowa,

August 10, 1911.

There have been no very important developments in the market situation since my detailed story of last week. I was wrong when I said that the Des Moines association made no reply to the open letter to its secretary which was published in the papers. The association did make a full reply. In order that the reply may be understood, I will reproduce the questions again, with the association's answers immediately below:—

QUESTION.

1.—What are the general objects of your association?

ANSWER.

1.—The general objects of the Retail Grocers' Association of Des Moines are to protect its members from bad credits and business practices which entail losses; to improve the sanitary standard of the grocery stores of the city of Des Moines; to shorten hours and improve working conditions both for the grocers and their employees.

QUESTION.

2.—Do you meet and "fix" prices?

ANSWER.

2.—We do not.

QUESTION.

3.—Does your organization or you as its secretary, have and use any process, written, spoken or implied, in the maintenance of a scale of prices on the standard commodities sold in grocery stores?

ANSWER.

3.—No.

QUESTION.

4.—Has your association any connection, written or implied, with the wholesalers or commission men?

ANSWER.

4.—It has not.

QUESTION.

5.—Do the wholesalers and commission men contribute anything financially, directly or indirectly, towards the running expenses of your organization?

ANSWER.

5.—They do not.

QUESTION.

6.—What are the organization's sources of revenue?

ANSWER.

6.—Dues from members and commissions earned by our collection department. The association for the past seven years conducted a pure food show, which has, however, not as yet, shown any profit. We formerly made some money on our annual picnics, but discontinued these three years ago for the reason that since the 2-cent mile rate

went into effect we have been unable to obtain excursion rates from the railroads.

QUESTION.

7.—Has your organization in any manner attempted to prevent the cutting of prices by grocers, members or non-members, of your organization?

ANSWER.

7.—No. It would be our policy, however, to recommend to all grocers, whether members or not, that they should not handle goods from the sale of which reasonable profit could not be had.

QUESTION.

8.—Is it the policy of your organization to discourage the sale of vegetables raised by farmers, except when the farmers sell at the grocers' prices?

ANSWER.

8.—No, by no means, and any reports to the contrary are baseless fabrications.

QUESTION.

9.—In looking after the interests of the retailer, did you ever run across information suggesting that the commission men or wholesalers have refused to sell to any man engaged in the grocery business?

ANSWER.

9.—I have never known of any authenticated case of this character; I have heard such rumors, but never could verify them.

QUESTION.

10.—Is it your policy to work for uniform prices among the grocers, or is that a matter to which you pay no attention?

ANSWER.

10.—We do not and have never attempted or advised uniform prices, but we do advocate that retailers handle only such goods that can be sold at a legitimate and living profit.

In addition to my answers to your questions, which I have answered in the same spirit in which, I believe, they were put—in that of fairness and good faith, I desire to add some few remarks upon the present situation in Des Moines.

The retail grocers of the city are not responsible for the era of high prices. If there be a trust we are not "in." Few, very few, retail grocers are making, or have made, anything beyond a bare living. We have no control over the prices at which we must buy the goods to supply our customers. Upon those prices we are compelled to base our own prices. Naturally, we must sell at a profit. To do otherwise would be to put ourselves out of business and to lose everything we have invested in it.

It costs the retail grocer at least 15 per cent., figured on the amount of his gross sales to do business. In other words, his rentals, clerk hire, cost of delivery, stock losses, natural shrinkage on sugars and similar staples that he buys in bulk and weighs out in small parcels, together with other items of expense that constitute a fixed drain on the retailer's income, amount to 15 per cent. of his gross sales. This per-

centage of cost is a very low average; grocers less competent than others will show a much greater percentage of cost of doing business in their individual cases. If, therefore, he has no profit he barely breaks even. The retail grocer must, in order to make any profit whatever, sell at an advance of more than 15 per cent. over what his goods cost. Very few of them make a profit of more than 2 to 3 per cent. of gross sales net. The gross sales of the average grocer of the city of Des Moines will amount to around \$60 per day. Of course, some of the larger stores sell more than this amount, and some of the smaller ones much less. But 3 per cent. or over 5 per cent. of \$60 is not a very large or exorbitant profit for a man who puts in about twelve hours per day at his business.

I have estimated this average gross sale by figuring that there are about 16,000 families in Des Moines who will average in grocery expenditures \$1 per day. With 286 grocers in Des Moines, the average sales would total less than \$60. The cost of doing business in Des Moines to-day over ten years ago has increased easily 25 per cent. Rents are higher, clerks and delivery men are better paid, twine, bags and delivery utensils are higher, the expense of keeping delivery animals has enormously increased and all along the line expenses have grown. The consumer pays all this increase in expenses. If he did not the grocer's small margin of profit would have disappeared long since.

Edward Lytton, secretary to the Mayor of this city, recently went to Dubuque to compare the prices charged by grocers there with the prices charged by the Des Moines grocers. When he came back he gave out a lengthy interview in which he accused the Des Moines dealers of selling at much higher prices than those at Dubuque. Here is the substance of the statement:—

Prices of vegetables and produce on the market are considerably lower than citizens of Des Moines are compelled to pay. It is the old idea of dealing direct with the consumer and giving him the advantage of two or three profits which must be made when the farmer sells to the commission man, the commission man to the grocer and the grocer to the consumer.

Flowers and plants of every description also find ready sale on the market.

A city market master has general supervision of the market. He inspects the quality of the produce each day and makes a regular inspection of the weights and measures used. I spent some time with the market master, Mr. Ed. Norton, and was told that the whole market question is now figured down to such a system that very little trouble is experienced in keeping the weights and measures up to standard and the quality of produce offered the very highest. The market people as a class are honest, upright farmers, and they endeavor to furnish such a grade of produce as will insure permanent customers.

Dubuque formerly had an ordinance which prohibited gardeners from selling their products to the grocers or commission men before 9 o'clock A. M. Of course, the grocers and commission men strenuously objected to this measure and

finally through the efforts of a grocer-alderman the ordinance was repealed.

The grocers and commission men for the most part do not seem to take kindly to the market place, holding that it cuts into their trade very badly. One merchant, however, declared that the rental which he realized from space in front of his place of business amounted to more than he could expect to profit from sales of vegetables, etc. Another stated that he counted the market place a great advantage to him, since it brought the farmers into Dubuque from as far as twenty miles around, and therefore a very large farm trade.

True, the farmers of Des Moines have the privilege of peddling their produce direct to the consumers, but to do this requires a great deal more time than to drive to a central market place and there be met by hundreds of citizens ready to buy.

I have no doubt that it will take a few years to bring our market place up to the standard of that of Dubuque, because it will take time to educate the gardeners to bring their produce to the market as well as to educate the citizens to visit the market place, but if our citizens will patronize the market as enthusiastically as do the citizens of Dubuque, its success will be assured.

Dubuque has no market house, their market being conducted as a curbside market only. With the added advantage of a well-regulated market house, Des Moines should be able within a few years to enjoy greater advantages than Dubuque.

The secretary also brought with him a list of Dubuque fruit and vegetable prices, which compare as follows with Des Moines prices on the same day:—

	Dubuque	Des Moines
New potatoes, bu.....	\$1.50	\$3.00
New potatoes, pk.40	.75
Sweet corn, doz.08 1/3	.10
Beans, green, qt.10	* .20
Blackberries, crate	1.75	2.50
Blackberries, box10	.15
Onions, 3 bunches03	† .05
Beets, 3 bunches05	† .05
Butter, creamery25	.28-.30
Cucumbers, doz.20	‡ .10
Apples, bu.	1.00	1.40
Apples, pk.30	.35
Turnips, pk.30	† .05
Cabbage, doz.50-1.00	* .08
* Pound. † Bunch. ‡ Each.		

They are still charging combination among the grocers her to control the prices of foodstuff and hold them up. A local farmer named H. M. Jones told the papers that the grocers refused to pay him more than 60 cents bushel for apples the other day which they proposed to sell to the

ELTON J. BUCKLEY

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Attorney and Counselor at Law

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Corporation Practice, Cases Under Food Law

Trade-Mark Registration

General Practice

**A Steady
Demand,
A Clean
Profit—
No Argument**

Post Toasties

"The Memory Lingers"

For both Grocer and Customer

Postum Cereal Company, Limited,
Battle Creek, Michigan.



Sunday Creek Coal Company Buys Twenty-four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago, and after an open competitive test in which other so-called "accounting systems" essayed to prove their superiority.

¶ In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

¶ The same reason why The Sunday Creek Coal Company bought only

With Only
One Writing

**the McCASKEY
SYSTEM**

The End of
Drudgery

should move you when you consider the installation of a one writing method of handling your accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand, The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

¶ This is what the McCaskey System will do for you:

¶ It will cut out your useless bookkeeping, copying and posting from one book to another, and from book to billhead and statement.

¶ It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.

¶ It prevents errors and the disputes with customers that follow.

¶ It collects money faster than any human agency, because every sales slip is a reminder to the customer of the money due you.

¶ It automatically limits the credit of those you wish to set a credit limit on.

¶ It enables you to prove your loss to the penny if your store burns.

¶ The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.

¶ The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of The McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "Always know what they owe."

¶ Every day you delay in installing The McCaskey System means a loss of dollars and trade to you. Write to-day for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.

¶ It is cheaper to own a McCaskey than to do without one. ¶ Act now; write before you forget.

The McCaskey Register Company
ALLIANCE, OHIO

Agencies in all Principal Cities

The Largest Manufacturers of Carbon Coated Sales Books in the World

Be Kind to Your Horses

BY USING THE

IMPROVED COMFORT FEED BAG

(Patent applied for)

Which permits feeding in an humane manner, while hitched. **Sanitary, comfortable and economical.** The bags are made of heavy canvas, with hinged tops to shut up like a satchel to hold the feed until it is needed, when opened can be hooked on single or double-team holders, all bags fit all holders.

Three bags and two double-team holders feeds three horses abreast. The illustration on this advertisement shows our first bags and holders. The Improved Comfort Bag and Holders are different and better.



PRICES

No. 1 outfit, for single
horse in shafts . . . price \$1.50

No. 2 outfit, for pair of
horses at pole . . . price 3.00

Many prominent Business Houses, Transfer Companies and Teamsters are using the Comfort Feed Bags with entire satisfaction to man and horse. We hope to have the pleasure of having you try them on your teams.

COMFORT FEED BAG COMPANY

OFFICE AND FACTORY

1029-31-33 Vine Street

Philadelphia, Pa.

consumer at 60 cents a peck or \$2.25 a bushel.

Another fruit raiser, one W. C. Church, has also made charges. Here is his newspaper interview:

Sometimes I get started to the city quite early in the morning, with a miscellaneous load of berries, eggs, fruit, butter and garden truck. Several times I noted that when I drove up to the door of a grocery in the trust, the clerk or proprietor would hurry back to the telephone and call up someone. I thought little of this at first, but when I had heard the same number called for a dozen or more times my curiosity was piqued, and upon making a quiet investigation I ascertained the number was that of the telephone in the office of Secretary Fred. Beaner, of the Retail Grocers' Association, in the Iowa Loan and Trust Building. Just why the grocermen should want to consult Mr. Beaner before naming the prices they would pay for vegetables, fruit, butter or what not pricked my curiosity further. Then it was that I learned it was the function of Secretary Beaner to instruct the members of the association concerning the prices they were to pay for the fruit, produce, butter or vegetables purchased that day.

Following this publication Mr. H. S. Chase, a well-known local grocer, swore to the following affidavit and also had it published:—

State of Iowa, Polk County, ss.

I, H. S. Chase, being first duly sworn, on oath, depose and say: That I am president and general manager of the H. S. Chase Grocery Co. of Des Moines, Iowa; that the statement that there is a grocer trust or combination of any kind among dealers in groceries in the city of Des Moines, or an organization that has anything to do with fixing the prices on goods handled by us is wholly false, with the exception that the creamery butter dealers try to have all grocers make a uniform profit of about 3 cents per pound on butter—no more, no less—and we occasionally receive a letter from dealers in flour asking that we get a certain price for their product—usually about 25 cents for forty-eight pounds bag above cost. With the exception of these two items, no one, to my knowledge, at any time attempts to fix or suggest our retail prices, and were any such attempt being made I would undoubtedly know of it.

H. S. CHASE.

Sworn to before me and subscribed in my presence by the said H. S. Chase this 12th day of July, A. D. 1911.

JAMES C. HUME,
Notary Public in and for Polk County, Iowa.

ROBERT O. JOHNSON.

The Deer Salesmen's Convention.

The fourth annual convention of the salesmen of the A. J. Deer Co., at Hornell, N. Y., was formally opened on the afternoon of July 26th and continued until July 29th. There were about seventy-five agents present and the sessions were most successful. The programme included talks on Coffee Mills, Cultivation and Production of Coffees and Teas, Roasting and Blending Coffee, Salesmanship, Coffee Roasters, Meat Choppers and Attachments and Meat Slicers.

Wiley Hearing Opens Many Things

Shows Active Friction Between Solicitor McCabe and Dr. Wiley, Which Results in Depriving Latter of All Power Over Prosecutions. Government Seized Heinz India Relish After Heinz Co. Opposed Government Benzoate Stand. The Indiana Benzoate Imbroglia. Legality of the Remsen Board.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

August 11, 1911.

The inquiry of the House Committee which is investigating the Wiley controversy has practically opened up all the workings of that part of the United States Department of Agriculture which has to do with the enforcing of the Federal food and drug law of 1906. The witness for practically the whole week has been George P. McCabe, Esq., Solicitor of the Department of Agriculture. His testimony disclosed the fact that there has been considerable friction between him and Dr. Wiley. One result of this was to take from Dr. Wiley all power to bring suits. Mr. McCabe testified that Dr. Wiley's Bureau of Chemistry analyzed the samples and sent the result to the Solicitor, who decided whether suit should be brought or not.

Mr. McCabe testified that since July 1, 1910, he had passed on all recommendations of Dr. Wiley and the Bureau of Chemistry for prosecutions of violators of the pure food laws. In the last year, said Mr. McCabe, he had recommended further proceedings in 2,150 cases passed upon by the Bureau of Chemistry, while in 651 cases where Dr. Wiley's bureau wanted further action he recommended that the cases be not pushed, because of lack of evidence or other reasons.

To illustrate one of the reasons why he refused to follow the recommendations at all times, McCabe said that on one occasion he was asked to prosecute a man whose product was labeled "White House Buckwheat."

The Bureau, McCabe said, alleged this to be a violation of the law on the ground that the name sought to convey the impression that the buckwheat was approved by the President. McCabe refused to prosecute. Representative Flowd said he agreed with his judgment.

More of Mr. McCabe's evidence showed that there had been a serious rift in the Board over the benzoate question. Indiana has a law forbidding the sale of foods containing benzoate, and an effort was made several months ago to enforce this against two large preserve manufacturers. Mr. McCabe said that the Government sent a large number of witnesses to Indiana, and paid their expenses, to testify in favor of benzoate. The prosecution tried to get Dr. Wiley, whose views against benzoate were well known, but the Department refused to let him go, and only consented when he was subpoenaed. It also developed that the Government, through Solicitor McCabe, had been exceedingly active at food conventions and at other places in upholding the Remsen report that benzoate was not harmful.

One very interesting part of the testimony was Mr. McCabe's charge that the Heinz Co., of Pittsburgh, had stirred up the benzoate difficulty for advertising purposes. Mr. McCabe made the very damaging admission that after the Heinz Co. became active opponents of benzoate, the Government seized a quantity of "Heinz India Relish," on the ground of misbranding.

It also appeared that there had been considerable friction between Dr. Wiley and Mr. McCabe over the alleged sale of patent medicines in violation of the law. Mr. McCabe accused the doctor of taking no steps to prevent this.

The Remsen Board, which reversed Dr. Wiley's contentions that benzoate was a harmful preservative, has also come in for investigation. Asked on what authority the members of the Remsen Board were employed and paid, McCabe said the authority was to be found in a section of the Food and Drug act authorizing the Secretary of Agriculture to employ consulting scientific experts.

It was also brought out that Dr. Floyd W. Robinson, the chemist attached to the New York Government laboratory, was discharged because he had preached against benzoate, which Secretary Wilson, in his letter of dismissal, referred to as against "the policies of this Department and of the administration."

HOLT.

During the week the National Canners' Association, through a special committee, adopted the following resolution:—

Whereas, The National Canners' Association includes the packers of nearly all the canned fruits and vegetables consumed in the United States, and the National Canned Goods and Dried Fruit Brokers' Association embraces the distributors, not only of the items indicated by its title, but of a large variety and volume of other food products; and

Whereas, The lines in which our associations are interested have benefited immeasurably by Dr. Wiley's prosecution of the Food and Drug Act; by its consequent elimination of questionable practices; the gradual correction in the public mind of the prejudice which has long existed against canned goods; supplanting the fear of unclean, chemically preserved foods with a wholesome respect for factory methods and factory products, and the working out of the elaborate and effective organization, which, while suppressing the fraudulent producer, has encouraged both the manufacturer and the consumer to the inevitable general benefit of the industry; and

Whereas, Dr. Wiley's high ideals, his loyalty to the cause of our National health, his courage, industry, his constructive ability—in a word, his personality has so pervaded his bureau and its work as to have become himself a National figure, and, personally, the accredited factor in the movement toward better food conditions; therefore be it

Resolved, That with this expression of our confidence in Dr. Wiley, our appreciation of his work and our admiration of the man, we respectfully urge his Excellency, the President, to consider well the conspicuous service Dr. Wiley has rendered the people, their manifest approval and confidence in him, and to ask his retention in his present office, if not incompatible with that sense of fairness which has ever marked the judgments of the President of the United States.

ECHOES.

Inclosed find check for our subscription to the "Grocery World and General Merchant." I think that it is one of the very best trade papers published, and consider it well worth the price.—R. A. Huyett, Birdsboro, Pa.

Lima beans are high—\$3 per hamper, as against \$1.25 a year ago. Probably they will be high all the season, owing to the dry weather.

The New York Letter

**Large Attendance of Retailers at New York State Convention
New Laws of Interest to Trade. Important Commission to
Oversee Purity and Sale of Foods. Tea Board Will Not
Admit Colored Tea to United States. Various Trade
Items and Market Summary.**

Special Correspondence of "Grocery World and
General Merchant."

New York, August 10, 1911.

The retail grocers of this city are well represented this week at the annual convention of the New York State Grocers' Association at Buffalo. Nearly two hundred members of local associations met last Sunday morning in the Lackawanna Railroad station for the trip to Buffalo. Besides the retailers many of the wholesale houses and manufacturers are sending representatives to keep in touch with conditions in the retail trade.

The programme as planned by the State committee is a fine one, including addresses by prominent men well acquainted with trade problems.

The local delegates expect that much will be accomplished at the convention toward securing legislation necessary for the continued prosperity of the business. It is also hoped that the buying problem will be thoroughly thrashed out. Among the prominent speakers who are likely to do much toward clearing up this subject is A. C. Monagle, the new secretary of the American Specialty Manufacturers' Association.

The New York State Legislature, which has just adjourned, has, during its last session, passed several acts of vital interest to the grocery trade. Foremost among them was the formation of a committee to devise ways to insure the purity of foodstuffs and an honest and equitable sale of them. The committee is to consist of eleven members, five of whom are State officials. The other six are to be appointed by the Governor. The position is an honorary one, the Commissioners serving without compensation. Five thousand dollars has been appropriated for the work.

The Commission is given the power to compel the attendance of witnesses and the production of books and papers. The duties

of the officials as explained by the act are "to inquire into all questions relating to the prices paid in the State of New York for food and foodstuffs, butter, eggs, cheese and other farm and dairy products, the purity of the same and the establishment of standards of food quality, correct labeling and honest weights and measures, also as to the consumption, distribution and production of same, the relations with respect thereto of the distributor and middlemen to the producer and consumer, with a view to devising and recommending permanent ways and means of insuring its purity and honest and equitable sale.

The Commission is to make its first report to the Legislature in 1911 and its second in 1912. The grocers' associations favored this measure and the wholesale association hoped to have a representative on the Commission. While disappointed in this, however, the trade hopes that the Commission will accomplish much good.

A bill affecting weights and measures which was passed during the last days of the Legislature is expected to help in abolishing false weights and measures. This law makes it a misdemeanor to retain in possession a false weight or measure, unless it can be proven that it was not intended for use. This differs from the old law which could be enforced only if it were proven that the weight or measure was known to be false. It is expected that through this law all false weights and measures will be confiscated by the department.

Another law provides for the distribution of decisions affecting the Department of Agriculture. For the sum of \$1 all concerns affected by such decisions will be mailed copies by the Department.

During this last session 56 measures affecting the trade were introduced into the Legislature by the associations. Many of them were buried in committee,

(Continued on page 12.)

CORN

Osborn's Hall Park Shoe Peg, No. 2

cans, 2 doz. . . . per doz., \$0.77½

5 or 10-case lots or over, " .75

Baker's Whole Grain, No. 2 cans,

2 doz. . . . per doz., .85

5 or 10-case lots " .82½

Poland Brand Extra Fancy Maine,

fancy wrapper label, No. 2 cans,

2 doz. . . . per doz., 1.02½

5 or 10-case lots " 1.00

Paris Brand Extra Fancy Maine,

No. 2 cans, 2 doz. . . per doz., 1.07½

5 or 10-case lots " 1.05

These prices on spot Corn for prompt shipment should wake up the snakes. Send us your orders.

**WRITE FOR THE "CASH GROCER," CONTAINING
PRICES ON A FULL LINE OF STAPLE
AND FANCY GROCERIES**

The above prices good for week August 14th to August 19th, inclusive

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

The idiotic length to which food or kindred laws can go is shown by a case which has just transpired in Indiana. There is a

Extreme Idiocy.

law in Indiana which forbids "the use of any distinguishing part of the name of any church or religious organization as the distinguishing part of any trade name or trade-mark on certain merchandise." Under this law some fool official in Greene County has begun suit against the Quaker Oats Co. on the ground that "Quaker," which is the distinguishing part of the Quaker products, is also the distinguishing name of a religious denomination! This mutton-head, whoever he was, served notice on the grocers through that section that the sale of Quaker Oats was unlawful and must at once cease. Naturally the intimidated grocers complied, and the Quaker Oats Co. found its business gone over night.

Really, the writer hasn't the patience to calmly discuss such a thing as this. The Quaker Oats Co. has begun suit to have this law set aside and the "Grocery World and General Merchant" hopes and believes it will be successful. Such laws are jokes to everybody but the victims.

A fair sample of some of the unjustifiable hair-splitting rules of Dr. Wiley,

One Dr. Wiley Decision.

chief Government chemist, under the Federal food and drug act, is contained in a report from Washington, appearing elsewhere, of some of the evidence offered before the committee investigating the campaign to remove the doctor from the public service. The evidence was given by George P. McCabe, Solicitor for the Department of Agriculture, who with Dr. Wiley is a member of the Federal Food and Drug Board. Mr. McCabe illustrated with an incident his duty of passing upon the recommendations of Dr. Wiley for prosecution or no prosecution in cases of alleged violation of the

food law. He testified that Dr. Wiley recommended the prosecution of a man who made "White House Buckwheat" on the ground that the use of the name White House was a false representation that the buckwheat had been approved by the President of the United States! The Solicitor overruled the recommendation, on the obvious ground that Dr. Wiley's view was farfetched and unreasonable. No prosecution was brought, and none could have been sustained.

Dr. Wiley was perfectly sincere in this. He believed that the law had been violated and that the violator should be punished. But probably not one man out of a hundred would agree with him, which shows the unreliability of his judgment. The writer believes that Dr. Wiley, while admittedly well-meaning, honest and sincere, would have demoralized some lines of business to an irremediable degree had he been given unrestricted authority to follow out his own views of the Food and Drug act.

Apropos of the remarks of last week as to making good service,

"Compete on Low Prices, But Not Cut Prices."

rather than price, the basis of competition, a certain large manufacturer makes a suggestion which we believe to be illogical and wrong. He says, addressing himself to the dealers who handle his product:—

Let us feature superior quality and low prices and not cut prices.

This seems illogical, because what is a "low" price but a price that is cut below normal? A

price that consists of a normal cost, plus the usual percentage of expense and the usual profit, is never a "low price," in the sense in which low prices are advertised. In trade parlance low prices are always synonymous with cut prices.

If a merchant can possibly provide anything better to compete on, he ought not to compete on price at all, because cut prices are weapons everybody can use. Much better have his own exclusive weapon, such as excellent store service.

The question of how best to get at a prospective purchaser with the idea of selling him goods is one about which things will continue to be written until salesmen are no more. Here are a set of rules which have been contributed by a veteran salesman who sells goods to retail merchants:—

Some Rules of Salesmanship.

1.—Be sure to find out who the proprietor is before you make any advance.

2.—If he is busy at the time, do not bother him, but employ your time in studying his store, number of clerks, etc., and get such information as may be useful when you get the interview.

3.—When your interview is obtained, treat your prospective purchaser as a business man and make him feel that you are a business man yourself. Do not waste his time or your own by any unnecessary talk, but go straight to the point. Let your talk be earnest and convincing, for in this way only can you gain his confidence.

4.—Make him feel that you know your business and that you are capable to help him increase his profits. "Don't beat around the bush," but ask him to give you an hour of his time to prove your case.

5.—While a few men, or women, for that matter, may be induced through subterfuge or flattery to

look at your sample, the real merchant can be interested in one way only, that is, if you make your talk strong enough on the earning qualities of your line.

6.—Be in sympathy with your man. If he has any hobby, try to find out what it is and make use of it, and above all things, do not antagonize your P. P. The old saying, "You catch more flies with sugar than you do with vinegar," holds good in this case.

7.—A few "Don'ts" may help you in approaching a P. P.:—

Don't send in your card. He is sure to send you word that he doesn't want anything.

Don't blow cigar smoke in his face or let your breath smell of rum.

Don't talk religion or politics with him or tell him a funny story.

Don't knock your competitor. He is sure to resent it.

These are thoroughly good, and no fault can be found with any of them. Yet every reader hereof knows excellent and successful salesmen who probably violate every one a dozen times a day. So also does everybody know men who keep them all, yet are unsuccessful. Salesmanship is not a matter of rules. The salesman is born and only to a limited extent can he be made.

Odd Quaker Oats Suit in Indiana.

The Quaker Oats Co. has begun an action at Indianapolis against Robert Reed Irwin, of Jasonville, Ind., who as deputy prosecutor of Greene County has been interfering with the sale of "Quaker Oats" in that county. There is a law of Indiana that makes it unlawful for any person to use "the distinguishing part of the name of any church or religious organization as the distinguishing part of any trade name or trade-mark on certain merchandise." Acting under the authority of this statute, Irwin has notified dealers handling cereal products that the sale of "Quaker Oats" is unlawful and must cease when the stock in hand is exhausted, and that the goods themselves are subject to seizure and condemnation. Although no prosecutions have actually begun, the dealers in Greene County have ceased to handle "Quaker Oats." The purpose of the complainants in the suit at bar is to have the statute in question set aside as unconstitutional.

The Pennsylvania State Retail Convention

As recently announced in these columns, the Fifteenth Annual Convention of the Pennsylvania Retail Merchants' Association has been held during the past week at Lebanon, Pa., occurring on Tuesday, Wednesday and Thursday, August 8th, 9th and 10th. As usual, the "Grocery World and General Merchant" had a stenographic reporter present, who will supply a complete report of the entire proceedings. This report, which is too voluminous to be handled in this issue, will appear next week.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

"Back" to the Grocery Business from the Law.

Jackson, Miss., Aug. 5, 1911.
To the Editor.

Dear Sir:—I am going back into the grocery business with a full line of fancy groceries and would like to have you send me a late issue of the "Grocery World and General Merchant," as I want to get in touch with some of your fixture advertisers.

Thanking you in advance for this favor, I am,

Yours very truly,
F. A. WARD,
Attorney-at-Law.

Fixture manufacturers, please take notice.

Who Has Used the Talking Machine Scheme?

Mechanicsville, N. Y.,
August 4, 1911.

To the Editor.

Dear Sir:—The Standard Talking Machine Co., of Chicago, Ill., offer me six talking machines together, twenty-seven records with each machine (double records) and the exclusive agency. Said machines are to be given away with \$35 worth of trade, I depending upon sale of records at 65 cents each to bring the "give away" within reason.

Will you kindly publish this in your "Correspondence Department," with the request that your subscribers who have tried out this scheme give their experience with same. Also kindly give your views on the above.

By so doing you will greatly oblige,

Yours truly,
W. P. MUSI.

If any subscribers have used this plan of getting business, will they write this office how it worked?

Going West.

Elizabeth, N. J., Aug. 3, 1911.
To the Editor.

Dear Sir:—I expect to make a change for the West soon. Could you help me any in instructing me as to what kind of a store to build, what kind of fixtures to get, and the total cost of an outlay of this kind? I expect that the business will be one of \$600 to \$800 weekly.

Could figure on store ground as being about 80 x 40 feet.

Thanking you for any helpful information.

Yours truly,
A. SOMMERVILLE.

Helping this correspondent is almost impossible under the circumstances, much as we would like to. It is impossible because the kind of a store he should build depends so much on factors which he does not—and probably cannot—give us. The kind of town, the character of the neighborhood, the buying capacity of the people, his own financial resources, and many other things. The selection of fixtures depends much on the same. We would strongly advise him to make no such calculations on the subject until he has seen the neighborhood where he proposes to locate, and has obtained as much information as he can get about it from intelligent people who have lived there.

Names of Candy Manufacturers.

Albany, N. Y., Aug. 8, 1911.
To the Editor.

Dear Sir:—Kindly give me as soon as possible the names and addresses of several candy manufacturers who make a specialty of cheap chocolate drops, also candy boxes.

Thanking you in advance, we beg to remain,

Respectfully yours,
THE M. F. DELAHANT EST.,
Per J.

For candy, Quaker City Chocolate and Confectionery Co., 2136 Germantown avenue; Croft & Allen, Thirty-third and Market streets, both Philadelphia. For boxes, G. A. Bisler, 245 North Sixth street, Philadelphia, Pa.

The New Florida Food Law.

Jacksonville, Fla., Aug. 8, 1911.
To the Editor.

Dear Sir:—We note in your issue of August 7th one of our Florida merchants asks for information in regard to the food and drug law of 1911.

We are enclosing to you Circular No. 2 issued by the Com-

National Biscuit Company Products

Enjoy the Goodwill of a mighty Nation

The National Biscuit Company has millions of dollars invested in lands, buildings, machinery, raw materials and other necessary adjuncts to the carrying on of a great industry. Yet all this investment, all these facilities would not avail *without* the goodwill that has become a part of the making and selling of Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu and the other National Biscuit Company In-er-seal products.

"How does this apply to my business," you say? In this way—You must have the goodwill of the people in your vicinity in order to do business.

The various products of the National Biscuit Company, in packages and in glass-front cans, already enjoy that goodwill. It will bring trade to your store—it induces habit, and your sales profit thereby.

NATIONAL
BISCUIT
COMPANY



MR. GROCERMAN!
Your Interests Are Ours, Too

—SELL—
MAPLEINE

(A Distinctive Flavoring)

Better Than Real Maple

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home made sugar syrup better than real maple at a cost of 50 cents per gallon. Can be used anywhere a flavoring is desired.

ADVERTISED EVERYWHERE

NICE PROFIT

DEMAND STEADY & GROWING

Order to-day from your jobber

Frank A. Smith Company

Philadelphia Agents

Crescent Mfg. Co.

SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PACKERS OF

"THE 400"
COFFEE

Githens, Rexsamer & Co.

PHILADELPHIA, PA.

IMPORTERS

ROASTERS

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons

Philadelphia

missioner of Agriculture which covers the different dates as given for the enforcement of certain portions of this law.

We wish to keep you informed from time to time on any information which we may receive which would probably be of interest to your readers, and beg to remain,

Yours very truly,
BAKER & HOLMES CO.,
Per H. C. Van Horn.

This circular provides that the provision requiring the net weight to appear on the label shall go into effect on September 1, 1911, and stickers can be used for goods on hand on that day.

Canned goods, vegetables, pickles, baking powders, jellies; preserves on hand August 3d, or contracted for for fall delivery, if in compliance with food laws in existence when bought, can be sold until January 1, 1912. If stickers showing the net weight are applied to such goods brought into the State before January 1, 1912, they can be sold after that.

Goods on hand August 3d containing not more than 1-10 of 1 per cent. of benzoate of soda can be sold until January 1, 1912; after that no goods containing benzoate can be sold in Florida.

Goods containing saccharine on hand August 3d can be sold if labeled "sweetened with saccharine." No goods containing saccharine can be made or brought into the State after August 3d.

THE NEW YORK LETTER

(Continued from page 9.)

but next year their supporters with increased strength will try to pass them.

Members of the Tea Board which recently decided to exclude all colored teas from the country and Secretary MacVeagh, of the Treasury, are being urged by tea dealers, especially the Western ones, to change their ruling. The Western men were among the first to propose the regulation, but now that they see that China will not change her method of manufacture they are trying to do away with the prohibition on coloring matter.

Chairman Hewlett, of the Board, said this week that he would strenuously oppose any effort to change the ruling now that the Japanese, Ceylon and India producers had complied with

the regulations. It would be unfair to these countries, he said.

Importers and shippers are loud in their praises these days of the

work being done by the Federal officials here in facilitating their business. Much of the old "red tape" is being abolished and according to the dealers, good,

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

"I Will Obey."—When the Mikado called Togo, the Japanese "Sea Fighter," to the Palace and said to him, "Crush Russia's Sea Fighting Power," he replied, "I will obey." That was all. He obeyed all right.

If there is one thing more distressing to a superior officer than any other, it's when he gives an order for a thing and the man to whom he addresses the order hesitates.

This sort of thing works havoc with a fellow. Keep off the list of "Hesitates." Get on the list of "Obeyes" and stay there until your time comes to be obeyed.

If the order is an honorable one that should settle it. "Ifs" and "ands" mustn't enter into it. Your answer must be prompt and decisive if you want to be considered the kind of man worth having around.

Thought Of Asparagus?—Likely your new asparagus is in. Make it known early. Next month it will begin to be an old story.

"This is our first showing of this year's pack of asparagus. This can holds something like 20 stalks and will be our 25-cent leader. That is the 'Mammoth Green' and this is called the 'Giant White,' the highest quality packed.

"It is brought to perfection under the ground, and on account of its tenderness, flavor and general delicacy is now in great demand.

"We have the tips, too, in these small cans that we're going to sell at 25 cents."

Selling Salt.—You know there are people who stick to the "bag" salt all the year around.

And the fault is ours.

We don't do enough demonstrating.

Easy enough to pick up a box of "Shaker" salt and show how easy and free it runs on to a sheet of blue paper. Tell her there's no need to pound the saltcellar, nor pick up a damp mass on the end of a knife, and she'll see the point.

Hold Your Tea Trade.—People will get away from you occasionally, there's so much canvassing going on and so many apparent inducements are thrown out. Hammer on quality—on flavor, newness and strength. Show the economy of using a teaspoonful to a cup instead of half a handful to get the same strength results and still minus fragrance. On top of this hand out another sample of your "latest arrival" and follow up the sample. Keep at it until you win her over, because no store can afford to lose a regular tea customer, not only for what she buys but for what she says when "company comes."

Decorate the Front.—"Things down our way" are at their best now. It's time to have a lay out.

A dozen branches of sumac changes the whole front.

Make a background of it.

Mix them with your display of tomatoes.

Peaches, cucumbers, etc.

Do it big.

Go out or send out and get several armfuls of golden rod. Bring in a lot of these yellow flowers that grow wild all over your neighborhood. Think they're called Japanese sunflowers. Make a week of it—stir things up and get a low price on something every day.

It's the height of the season and the time to celebrate.

common sense methods are taking the place of the old formalities. In the Customs House the clerks of Collector Loeb and Naval Officer Kracke are working hand in hand. Many of these clerks do work on similar lines. These are now working together and the results are pleasing. In the old days much time was lost by business men in running around from one office to another. Now the officials of both departments occupy adjoining rooms. If one wishes to see the cashier of the Collector and then the cashier of the Naval Officer, he will find both in the same room. Naturally this method is saving much time.

The annual meeting of the American Spice Trade Association was held this week. The association reported that everything was running along smoothly, the association was in excellent shape and business good. Among the pleasing reports was that of the Arbitration Committee, appointed to settle differences as to selling contracts between buyer and seller. It reported that but three cases had been appealed to it this year and that these were disposed of to the satisfaction of both parties.

Members of the New York Hay Exchange, at a meeting last week, decided to appeal to the Interstate Commerce Commission to get relief from the terms for storage recently made by the New York Central Railroad. Under the old terms the rate of storage was \$1 per day. Under the new terms the first two days will be charged at the rate of \$1 and after that \$3 per day. The merchants declare that such rates will force them to move to Jersey City and use other railroads, depending on lighterage to bring their produce to the city.

Many grocers in Brooklyn have suffered as a result of the strike on the Coney Island and Brooklyn Railroad. The company has employed "green" motormen and between fear of strikers and poor judgment of speed the cars are a continual menace to pedestrians and drivers of delivery wagons. Many wagons have been hit by cars and in some cases the drivers seriously injured. The strike seems to be "fizzling out," how-

er, and the grocers are giving sigh of relief.

SUMMARIZED MARKET CONDITIONS.

Business in the coffee market this week was quiet. Roasters purchased in small quantities, the prices being too high to suit buyers. It is suggested that the clique which control the situation both here and in Brazil are trying to raise the prices. It is thought by most dealers, however, that the new crop will force prices downward. Santos was in demand at firm prices. The mild coffee attracted little attention. The tea market is strong and active. Western cities are reported as being practically without supplies. Japan and Ping-yeys are in demand. Black teas are a little higher this week as a result of the apparent elimination of the Chinese imports.

The raw sugar market is higher this week, but buyers are holding off hoping that a break abroad will force holders to lower their quotations.

Withdrawals of refined sugar are still heavy. No new business yet being done, but dealers are satisfied with the consumption. Dealers in both East and West are still well supplied on contracts, so no new business can be expected.

Canned peas are attracting a lot of attention from buyers, but the manufacturers are already almost sold out. Second hands need everything they have been able to secure for their own trade, so that the buyers have about given up hope of getting additional quantities they need. Tomatoes are quiet, buyers waiting for crop developments. Corn is quiet but firm.

California canned peaches are still in demand, prices being slightly higher. Apricots and cherries are scarce. State gallon apples are active at steady prices.

The average quality of the butter received here this week is a great improvement. The supply of strict specials is large enough to meet the demand, only a few favorite marks selling over the quotation 27 cents. The shortage of low grade fresh creamery is being made up by a supply of rather defective old creamery. Process butter is firm in price but has little demand.

Receipts of eggs have somewhat decreased this week, but the market is still well supplied with all grades. Prices are unchanged. Western eggs of good quality are selling well, but the supply of nearby eggs of high grade is unusually liberal and this grade has accumulated somewhat.

FRED. A. MCGILL.

AMONG THE TRADE.

Frank Halpen, of Halpen, Green & Co., is back from his European trip.

Harry G. Peddle, president of the J. Frank Shull Co., is on a two weeks' vacation.

There is a rumor that one of the small chain-store concerns is in difficulties.

Announcement was made on Thursday that the Federal Biscuit Co., of New York, had purchased the entire business of the A. J. Medlar Co., Ltd., Nos. 1424-36 Fairmount avenue, one of the oldest baking concerns in this city. The purchasers have also acquired the real estate of the company and intend to greatly

Here's Some News

¶ If you've never sold James W. Shinn's **Liquid Rennet**, you've probably never had the comfort of selling Rennet you could positively guarantee.

¶ Every bottle of Shinn's is guaranteed. Safe, because it doesn't spoil, like most rennets. And work—you can promise that it will coagulate milk in two to five minutes with perfect safety.

¶ Unclean rennet is a loathsome abomination. Shinn's **Rennet** is the cleanest rennet possible to make.

Shinn & Kirk
1400 Spruce St., Phila

BURK'S "Butternut" Bacon

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs. It is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

Burk's Lard

(KETTLE RENDERED)

is guaranteed absolutely pure and to contain nothing but what comes from rendering good, wholesome hog fat. Moreover, everything that was in the hog fat is retained; none of the original properties are extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

Burk's Lard contains no Stearine

Notwithstanding the Government permits the use of 5 per cent. of Stearine in "Pure Lard" without mention being made thereof on the label, we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

LOUIS BURK

**Girard Avenue and Third Street
PHILADELPHIA**

enlarge the facilities of the plant. The company will also shortly install an auto delivery system for its products in this city. The Federal Biscuit Co. is the biscuit combine whose incorporation was recently reported in these columns. It is capitalized at \$30,000,000, and has options on a large number of other bakeries, though owning and operating only four or five at the present time.

Philadelphia Retailers Working on Co-operative Newspaper Advertising.

Members of the Local Association Asked to Pledge Themselves to Give \$26 per Year to Advertise With Other Members in Daily Papers. Plan Similar to that in Use in Washington, D. C.

The Philadelphia Retail Grocers' Association is endeavoring to organize as many of its members as can be into a "co-operative publicity bureau" which will advertise in the daily papers much as the "League of Consumers' Friends," of Washington, D. C., advertise. Members of the association are being asked to sign the following agreement:—

APPLICATION FOR MEMBERSHIP IN THE GOLDEN RULE CO-OPERATIVE PUBLICITY BUREAU.

(SIGN FULL NAME AND FORWARD TO THIS OFFICE)

M. N. Pennepacker, Chairman.

Dear Sir:—I, the undersigned, being a member in good standing in the Retail Grocers' Association of Philadelphia, do hereby petition you to accept my application to membership in the Golden Rule Co-Operative Publicity Bureau, and do hereby agree to abide by such provisions and regulations as may be properly adopted from time to time. I do also bind myself to pay the sum of \$26 in such sums as to equal fifty-two payments of 50 cents each, payments to begin within ten days after notice of permanent organization, and to be completed within twelve months of the same notice.

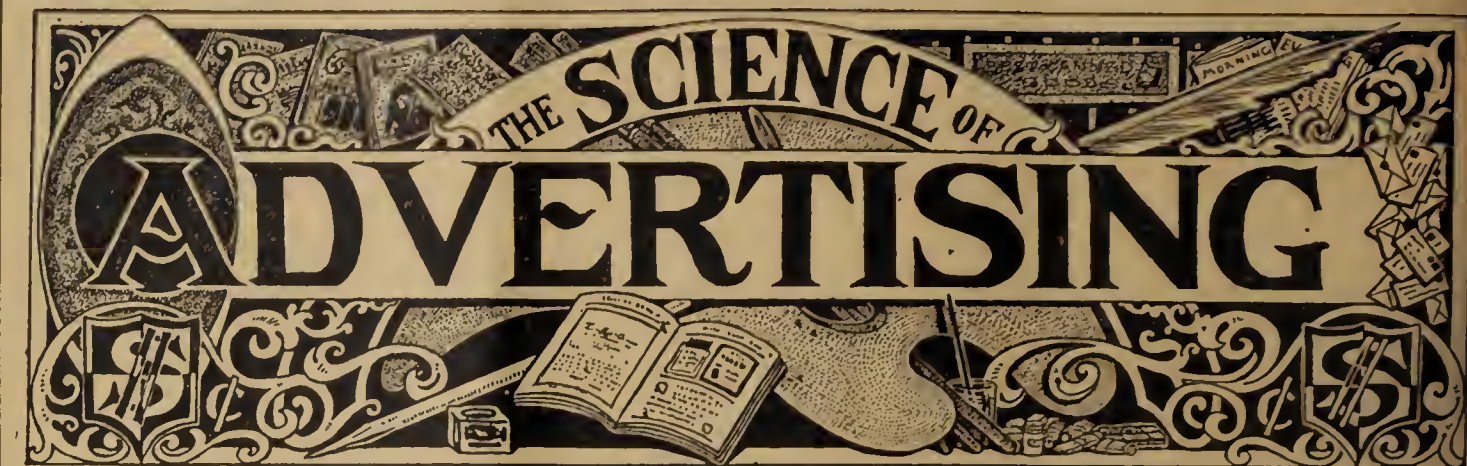
Name

Address

The chairman of the committee in charge is M. N. Pennepacker, a well-known retail grocer at Thirty-third and Market streets.

The plan hopes to obtain grocers in all sections of the city who will simultaneously advertise the same articles at the same prices in the daily papers. Thus newspaper readers, no matter where they are located, can buy the advertised goods.

Pineapples are largely in evidence and average \$3.75 per crate for the best 24s. The demand is limited.



Messrs. Yates & McGuire, retail grocers of Asheville, N. C., send in a batch of newspaper advertisements which they have

For Goodness Sake

Clean that small boys' hands. FLASH will clean them easily and after he uses it once you will have no trouble to get him to use it again.

10c per Box

Yates & McGuire

The Home of Good Coffee.

Phones 221 and 219

used from time to time in their local paper. They enclose them in an envelope which I assume was furnished them by Reid, Murdoch & Co., wholesale gro-

Union Odorless Cooking Oil

This is refined cotton seed oil and is used for cooking and for making salad dressing.

Full Quart Cans 30c

Yates & McGuire

The Home of Good Coffee.

Phones 221 and 219

cers of Chicago. It is an exceedingly handsome envelope. In the upper left hand corner it bears the name of Reid, Murdoch & Co., just below that the reproduction of a catsup bottle in colors, and on the back also in colors, reproductions of Reid & Murdoch's brands of baking powder, coffee and spices. I think it is a great mistake for a retail grocer to give himself away in this way as an advertising medium. Every envelope that leaves a retailer's store should bear his own business imprint. It carries dignity and impressiveness with it, and considering the small cost, it is negligent and short sighted not to do it. I would much rather use a plain envelope than one advertising somebody else, even though that somebody else is not my competitor. Especially where the envelope bore my own name and address in no way whatever. I

suppose the point of this Reid & Murdoch envelope is that Yates & McGuire sell the products shown on it, but if that is so there is a much better way of getting at it, and Reid & Murdoch are themselves short sighted in not seeing it. The envelopes they supply to retailers, if they supply any, should bear the retailer's own name and address, with additional matter on regarding the products shown here and the statement "we sell them." There isn't a thing on this envelope now to show that Yates & McGuire sell the Reid & Murdoch products, and the whole force of the advertisement is therefore thrown away as to Reid, Murdoch & Co., besides being of less than no value to Yates & McGuire. Personally, however, I believe in keeping other people's advertising off your business stationery. It

Fresh Cheeses

Roquefort, Edam, Pine Apple, Imported Swiss, Olimento, MacLarens Imperial, Philadelphia Cream, Snappy, Stilton, New York Full Cream. All the best quality.

Yates & McGuire

The Home of Good Coffee.

Phones 221 and 219

should be made as high grade and individual as possible.

The advertisements sent were all of the uniform size of three

Canned Celery

Is white and tender, splendid for salads.

25c per Can

Yates & McGuire

The Home of Good Coffee.

Phones 221 and 219

inches double column. I am reproducing several of them here in much reduced form.

These are pretty good little advertisements and displayed as

they are, I imagine they showed up pretty well in the newspaper page. I don't like an advertisement of the order of "Fresh Cheeses," however. What is there in that except the names of cheeses which most grocers keep? I can't conceive of such advertising bringing results. Most of this series, however, are like the

Cliquot Club Ginger Ale

Is made out of the purest water and the best ginger. It has the snap to it that you will like.

\$1.50 PER DOZEN

Yates & McGuire

The Home of Good Coffee.

Phones 221 and 219

others I am reproducing; they advertise one thing and give the price. Advertisements like the cheese advertisement could well be condensed into a foot note to some other advertisement.

If the paper in which these advertisements appear is a good paper and is read by a considerable number of people, my judgment is that they should get results.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Jersey champion grapes are in market at an average price of 12½ cents. Maryland concords are also in market at \$1 per case of eight baskets. These are low prices for the start-off.

This Manufacturer Would Prevent Price Cutting by Abolishing All Prices But One—the Retail Selling Price

Everybody, Jobber, Retailer and Consumer, All Pay the Same Figure. Jobber Gets His Profit by a Discount and Retailer Gets His by a Cashable Draft in Every Box. Must Say He Has Kept the Price Up.

Mr. A. Schilling, the well-known San Francisco, Cal., manufacturer of food specialties, has sent this journal a description of a new plan of selling goods which he is experimenting with on the coast, and about which he is very enthusiastic. The object of the plan is to maintain fixed prices on the products to which it is applied, and its strong point is that the price is the same to jobber, retailer and consumer, the middlemen getting their profits in unique ways.

Here is Mr. Schilling's own description of the plan:—

Merchants have injured themselves, most seriously and beyond their ability to repair the damage, by cutting; so that, from cutting alone, the business of being a merchant, in some lines, is no longer profitable. For example: grocers sell half of their goods at a margin too small to cover expense; and can't help it. They are so many and different, then can't act together. All but one in a city or town may agree; one refuses and keeps the whole business unprofitable. This condition exists in every city and village in the United States; perhaps also everywhere else. A great many grocers fail—more than in any other business.

Here is a business, in which 200,000 men are feeding the whole American people; an indispensable business; unprofitable, because men in it won't let it be profitable; and they can't. Individually they can; as a body they can't, for some of them won't.

Nobody wants to sell at a loss; but the habit is set, the custom is set; it takes force and time and pluck and stick-to-ativeness to change; and some one grocer in every neighborhood won't. It will never be done by grocers themselves. A grocer does not stand by himself; not even a neighborhood stands by itself; the next one prevents. It can't be done by grocers themselves; they've got to have help.

The same condition of helplessness prevails more or less in other businesses; worst with grocers for obvious reasons. There are several grocers competing for every family's trade; that trade is a little stream, which is easily turned from one store to another; the goods are few and familiar, the prices familiar; the stores, the men and boys, their manners and service, are known; comparison forces itself on the mind. Competition includes all these; but the grocer thinks only of price, or more of price than of anything else, and sees no way to win but to cut.

Let us start by laying it down that a grocer can't make his own price on some of his goods; he must "meet competition." He does. That is cutting. One cuts; the next ones cut; they all cut; cut price is established; customers won't pay more; the business is gone to the dogs. It applies to competing

The business is in those goods that are safe to the trade, because they are wanted just as they are at the price, and the maker takes the risk of them.

The profits have to be fair, as you'll see in a minute. The maker's profit is small; the wholesaler's larger; the retailer's larger; the broker's almost nothing.

Fair profit is profit enough to pay cost and expense, and an income according to what one's time is worth.

The retail price is the only price there is. It is got by adding the cost and profits together. If too much the consumer won't buy, and the business breaks down. If too little the dealer won't buy, and the business breaks down.

So the cost and the profits and price must be made about right.

The "service draft," as it is called, is issued in the following form:—

SPECIMEN

New-Way Service-Draft

for retailer's profit on one case (1 doz 16-oz cans)

No. 3793 L 1

San Francisco.....

At sight at our office during our business hours we will

pay to the order of any retailer of groceries through any bank, banker or wholesale grocer one and $\frac{35}{100}$ dollars on presentation \$1.35 of this draft endorsed as required on back

(Signature)

goods, about half of a grocer's stock. It costs as much to sell that half as the other; and where is the money to pay these costs? That is the condition everywhere. What you want is the profit on those goods. Your friend, the maker of those very goods, if he is your friend, is the man to smash your obstacles, open your road, and secure you that profit—by this New Way.

The maker fixes the retail price by adding together the cost and the several profits.

He bills to the jobber at that price, less 10 (or some other) per cent., 2 per cent. for cash.

The jobber must keep to the maker's terms.

The jobber bills to the retail dealer at retail price, 2 per cent. for cash, but no trade discount.

The retailer finds in the case, on receipt of the goods, a bankable paper good for his profit on that case. In indorsing that profit draft (we call it service draft; it isn't all profit) he states that he has not cut, and agrees not to cut, the goods in that case. He pays that draft to his jobber as cash; it is cash. The jobber passes it on to the maker.

The service draft is marked; the goods in the case bear the mark. When the draft comes back to the maker, it traces the goods. It is a misdemeanor to tamper with that identity mark on the goods.

It separates wanted goods from the general mass. They are safe to buy; the New Way makes them entirely safe; the maker money-backs them wherever they are; whoever owns them, wholesale or retail can sell them at cost; the consumer can have her money. It deals in those wanted goods and no others.

It is simple; it is especially easy to do one's part in, in business.

Mr. Schilling contends that when the retailer endorses this, as he must do to cash or pass it, he gives his word that he has not cut the price. Here is the matter which he signs when he endorses:

Pay to the order of

..... and in consideration of the within sum I hereby state that I have not sold and will not sell the product for which this draft is issued for less than 45 cents per package.

(Signature of Retailer of Groceries.)

Postoffice

State

Notice.—The indorsement must be complete on the dotted lines, name, postoffice and State, without change of the printed form.

The drafts are kept on file and at once identify any dealer who has cut the price.

How Do You Feed Your Horses?

Most of you are anxious to properly feed your horses, but have not been able to obtain the right device to secure the best results for your horse and yourself. The Comfort Feed Bag Co., of 1029 Vine street, Philadelphia, whose advertisement appears on another page, has a device for attaching the feed bag to the shafts of the wagon that will appeal to every owner of teams who will take the time to examine it.

The first Jersey watermelons are in market and range from 15 to 22 cents each. The demand is fair.

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

Flies Fear Electric Fans

The Philadelphia Record of July 25th says:—

"Practically the only thing a fly is afraid of is an Electric Fan. An Electric Fan will keep flies off from windows, showcases, candy and food stuff exposed for sale, or from vegetables, if allowed to play over the place or wares to be protected. More than one merchant has found the Electric Fan invaluable to keep flies out of the store. By placing a fan near the main entrance, so that the air current flows toward the doorway, very few flies will enter. Flies take little comfort in a room where an Electric Fan is in operation.

"Aside from keeping the rooms cool and sweet, the Electric Fan is very valuable to drive away flies. This deadliest of all household pests likes stagnant air, hot and stuffy rooms and is not found at all where the air is pure, clean and vigorously stirring."

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.



CXV.—When Short Weight or Measure is Not a Crime.

One of the papers in which these articles appear sends me an inquiry to be answered which is sufficiently important to warrant an article on when short weight or measure is a crime and when it is not. The inquiry is as follows:—

You are undoubtedly aware that the manufacturers who sell binding twine have always charged for gross weight, including burlap and lashings. For your information let me state that the usual method of packing binder twine is to put ten balls in a burlap sack and lash this sack strongly with rope $\frac{1}{2}$ inch in diameter. The bales average 50 pounds gross weight. I stripped one recently and find the burlap weighed 12 ounces and the rope weighed $1\frac{1}{2}$ pounds. The average weight of each ball in the bale was $4\frac{5}{8}$ pounds. When a single ball of this twine is sold at retail the dealer usually quotes a price per ball, and not per pound. Bale lots are usually billed as 50 pounds and at somewhat a lower price per pound than that charged for a single ball. I do not believe that dealers have ever suffered a loss in this regard, because they are, as a rule, cognizant of the short weight.

Another fact which you might wish to consider is that the value of the lashing is fully as great, or greater, per pound than that of the binder twine. The rope, however, being cut in short lengths, is not of course as valuable as though it were in a large coil. The reason for lashing sacks of binder twine is to have the goods reach their destination in good order and the lashing is very well done. I think, however, the packing could be lighter and still assure safety in transit.

Another feature of this particular line which may tend to complicate matters still further is that weights are always placed on coils of cordage when it is newly made and wet, and there is always a shrinkage in weight after goods are shipped because of dry atmosphere in stores and warehouses.

As I understand it, the practice is positively against the law at the present time. What position should the retailers take, and what position are they taking? Are they submitting to this, or are they insisting on paying only for net weight? I think we should pay only for net weights, but if the contrary is the prevailing custom, I do not want to be the only one to stand out for my rights.

In various sections of the country there have of late been short weight crusades, always attended

with much newspaper publicity and reflecting very seriously upon the merchants implicated. The crusades have affected all sorts of merchandise, but chiefly food products. Sometimes they have been undertaken under a State law forbidding the giving of short weight, and sometimes under the common law. The common law is practically no more than crystallized custom, and giving short weight is a criminal offense under it without a State act, for it is a fraud—obtaining money by false pretenses. It is also a civil offense, and the person defrauded can bring suit against the dealer to recover the money of which he was defrauded, besides having a warrant issued for his arrest.

Most of the cases in which short weight and measure are given, as exposed in the crusade, are pure frauds, and illegal in every aspect. The case cited by the correspondent, however, is not of that class at all. It involves a custom of the trade, which is much like customs of many other lines of business, the gist of them all being the putting of goods in heavy wrappings and charging for the whole thing, wrappings and all, at the rate and on the basis charged for the goods themselves. Various adaptations of the practice are frequently encountered in the sale of merchandise and if they are illegal, hundreds of manufacturers will sooner or later be obliged to change their methods of doing business.

It can be laid down as a general principle that when a buyer knowingly accepts short weight he has no action of any character against the seller of the short weight merchandise. The very essence of short weight or measure offenses is the deceiving of the

buyer. If the buyer knows all the time that he is getting less than the full weight, he is neither deceived nor defrauded.

Take these customs of the trade, of which that cited by the correspondent is a fair example. If the retail dealer in twine knows that in order to enable the goods to carry better the manufacturer has always been accustomed to wrap them in certain materials, for which he charges at the price of the twine, then there is no fraud, for the dealer knows that when he buys 50 pounds of twine he will get 48 pounds of twine plus two pounds of wrapping. Such a practice, if known both to buyer and seller, does not violate any short weight law on the books, and in my judgment no law would be constitutional which attempted to interfere with it, for it is a matter of private contract between the parties.

The fact that no fraud is intended in this particular case is instantly proven by the fact that the lashing is worth as much as the twine.

The effect of the buyer's knowledge of the shortage, in eliminating all fraud, is thus summed up in a standard authority on the subject:—

Although it is indictable at common law to cheat by means of false weights or false measures, when more than the proper amount is openly exacted and is submitted to by the opposite party with the knowledge of the fact, there is no fraud, which is a necessary ingredient to constitute the offense. This also applies to cases under statutes.

There is an interesting English case in point here, where a retail grocer, in weighing out sugar, tea and currants, weighed in the paper bags and charged for them. He was arrested under an English short weight statute for giving short weight, but when he proved that the buyer knew that the bag was being weighed in and did not

complain, he was at once discharged.

In Indiana, in our own country, another case was tried not so long ago which also illustrates the principle. In that State a bushel of coal must weigh 80 pounds. A coal dealer sold 72 pounds to the bushel and was arrested on a short weight charge. He also was discharged when it was proven that the buyer knew all about it.

The answer, therefore, to the query when is short weight not a crime, is—when the buyer knows about it. In other words, a seller and a buyer can regulate their transactions to suit themselves. If I am willing to accept 30 pounds for a bushel of beans when I ought to get something like twice that for a bushel, nobody can question my right to do so, and the short weight laws do not touch the transaction at all.

The second half of this query involves a different proposition, which is also much like that existing in many other lines of trade. It appears that cordage is always weighed and charged for on the basis of its weight when wet. After the goods dry out they weigh less, and the buyer therefore gets less than the marked weight. In many other lines goods will also shrink or lose some weight, and the same discrepancy will exist. Is this short weight or measure? It may be or it may not be, according to circumstances. If the buyer is perfectly aware of it and pays for 25 pounds marked weight knowing that he is actually getting only 24, for example, then the practice is no more short weight than that discussed above. But obviously a buyer is much less likely to know about a thing like this than to know about the wrappings, and my judgment therefore is that in most cases this practice can be successfully prosecuted as a short weight fraud. Let me make that concrete: A manufacturer makes a certain product which is supposed to weigh 25 pounds and is marked with that weight. It is packed when damp, and in that condition does weigh that much. As soon as the goods dry out, they shrink to 24 pounds, in spite of which they are still sold on the basis of 25 pounds and charged for as 25 pounds. I am clearly of the opinion that whether there is

State law covering the matter or not, if a person buys those goods relieving them to weigh 25 pounds, the seller is liable both to prosecution and to civil action. On the contrary, however, if the buyer knew all about the shrinkage and understood that he was receiving 24 pounds instead of 25.

In most of the short weight laws I have seen, there has been a clause absolving manufacturers and dealers from prosecution for short weight due to shrinkage over which they had no control.

(Copyright, August, 1911, by Elton J. Buckley.)

Question: W. R., Allentown, Pa.—I bought some notions from a New York concern on July 21st. They included some goods that I had not bought, consequently I refused the whole lot. The express company notified the jobber, but he has not yet claimed it. Can they hold me liable or not? Please let me know at once.

Answer.—If the goods sent did not conform with your order, you had perfectly right to refuse the entire shipment, particularly since the goods not ordered were doubtless mixed with those ordered. The manufacturer cannot compel you to take the goods, or to pay for them, unless and until he tenders you a shipment which tallies exactly with the order. And if there was a time set for shipment, and the time has gone by, it is a question whether he can hold you for them now, even if he does ship what you ordered.

Question: "H.," Pa.—Can you give me any advice as to the New Jersey laws with commission merchants and banks? I shipped some eggs to a commission merchant in Atlantic City, N. J., and he has failed to pay me or honor my draft on him. The Second National Bank recommended him in this way: They said he always paid everything as far as they knew. Can I collect my money (\$44.40) in any way? Please recommend me to a good lawyer.

Answer.—If you shipped the eggs to the commission merchant to sell as your agent, and he sold them but fails to turn in the money, he is guilty of embezzlement or larceny as consignee, and you can issue a warrant for his arrest. If it was understood that you were selling the goods to him, however, you have no criminal action against him, but can sue him civilly for the debt.

You can't go after the bank—they gave only a very guarded recommendation, and did not guarantee the account in any way.

My advice is that before you retain a lawyer, you write the commission merchant that you have taken legal advice in the case, and that if he does not send check by a certain time you will arrest him. I should try everything before starting litigation, because that would mean going to Atlantic City, which would eat up considerable of the claim.

If everything else fails, write me again and I will recommend a reliable attorney.

Question: H. S. Stout, Summit Hill, Pa.—Please let me know what a widow must do if her husband dies and makes a will willing all to her his personal and real estate, also building and loan stock and cash in bank. Please let me know what she must do to get this money.

Answer.—She must offer the will for probate to the Register of Wills of her county. If the will named an executor, letters testamentary, which convey authority to settle the estate, will be issued to him. If the will named no executor, the Register will appoint the wife as administrator and grant her letters of administration. Once letters testamentary or letters of administration are obtained, the assets of the estate can be gathered together and paid over. It is not practicable to settle an estate without a lawyer.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Tomatoes are selling not far above the usual price at the season—50 to 60 cents per basket for the best. Cannerymen are paying 30 cents per basket and taking quite a few.

MR. GROCER, READ!

We call your attention to the **special** way

Guarantee
TRADE MARK

Gloss Starches

are made. After the Starch is taken from the Corn it is put in trays to dry, when dry it is known as Pearl Starch.

In all the factories that we know of this Pearl without any further refining is made into Gloss Starch, **not so** in our factory.

We **pulverize** the Pearl and reel it the same as the others do to make Corn Starch, this **reeling** takes out the **last spot of the gluten** (this is what makes the iron stick), giving nothing but **PURE STARCH**, thus our Starch is put through one more process than any other we know of, and this enables us to guarantee to you and your customer **your money back if you are not satisfied with the Starch.**

Will you send us an order? We are **independent**, will you help us? We believe you will. Send that order to-day.

AMERICAN STARCH CO., LITITZ, PA.

HENRY PARR, Sales Manager

LOWNEY'S
COCOA

MAKES

HEALTHY, HEARTY
CUSTOMERS

Who consume more groceries than drinkers of tea and coffee do. You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

Wholesome and Appetizing



THE STROLLER'S COLUMN



Going a Distance to Buy Goods.

I was talking the other day with a fellow who was all blown up with a new scheme he had, to get more trade. It was a stunt something like trading stamps and he had it all figured out that the people were coming from miles around and board in the neighborhood until his stock was gone.

"Nothing to it," I said.

"What do you know about it?" he said.

"I don't *know* anything," I said, "I'm only putting up a guess. You're guessing the other way, and your guess may be right. I'll bet on mine, though. You won't get any people to speak of who'll pass other stores to come to yours, no matter what you put up to 'em. When I say pass other stores I mean come a distance."

"Why the man that sold me this scheme told me that's what it had done everywhere he had put it!" he said.

"And of course these scheme salesmen wouldn't lie," I said. "Oh, no! Oh, no!"

"Well, I'm going to try it, anyway," he said, "and we'll see who's right."

Now, to begin with, this man's store ain't in a small town, where everybody goes all over the place

to buy. That's a mighty different proposition. He's towards the suburbs of a good-sized city, where all the people but those right around him would have to go squares out of their way to strike his store. As I say, that's as different a proposition as black is different from white.

No matter what they save, or think they save, people ain't going very far out of their way to buy goods. Why, only the other day my wife was kicking to me about the prices she had to pay for stuff.

"It's awful!" she said, "you'll simply have to give me more money, that's all there is about it."

"I give you all I make now," I said, "where'll I get any more? Sell myself into slavery? I'll tell you what I might do—I'll sell my old carcass to some dissecting college to work on after I'm dead. If I could hunt up a new buyer every week I might be able to keep my family from starving to death."

"It's all right," said my wife, "you can say what you please, I don't know what I'm going to do—I'm as economical as I can be. It costs everybody I know, of more for their table than it does

us. Everybody says Haines is the highest-priced store out here, anyway."

"Why don't you go *somewhere else then, woman?*" I said, maybe a good bit louder than I ought to on Sunday morning. "That shows whether you're as economical as you say you are—confessing you're dealing at the highest-priced store in the place!"

"Oh, well, it's such a nuisance to go up to Smith's all the time," she said.

"Is Smith's any cheaper than Haines?" I demanded.

"They say it is," she admitted.

"How far is it?"

"Why, it's three squares," she said.

"Three squares!" I said. "By George, but you're a faithful wife! You sure are! Won't walk three squares to save your husband from the poor house! By gravy!"

"You're not telling the truth at all!" She was a little red in the face by this time. "Haines' is so convenient—right across the street, and I can send one of the children over and get things in two minutes. Anybody'll put up with a good deal to be convenient like that."

"I ain't talking about convenience," I said, "I'm talking about

saving money. If you can save money by walking three squares, ain't it up to you to do it?"

"Oh, I guess Smith's isn't much cheaper," she said weakly.

"Of course it ain't!" I said, "when you have to walk three squares to find out!"

Now, that's one reason why I feel so blamed sure this fellow with a scheme ain't going to see the outsiders trooping into his place to take advantage of it. In most things my wife will squeeze a penny until the Indian on it has nose-bleed. And if she, with that way of looking at things, and after having it rubbed into her by me, won't walk three squares to buy stuff she could save some money on, then you take it from me nobody will!

That's as true as gospel. They may start to do it, understand. You let some grocer put up a scheme of some kind, and if he advertises it a lot, he'll get some people in on it who come a distance. And maybe they'll come right along for a few days. But, as sure as I'm a good-looking feller, they'll get tired and go back. They'll have to send across some day—soon—for something at the nearby store and from that to the time when they're trading there altogether again ain't far.

If you don't believe that, you try it on some day.

THE STROLLER.

Peaches are draggy, in spite of the short crop in many sections. Two dollars is top for the very best, which is a drop of 75 cents a crate from a few days ago. There are too many little nearby peaches about. These sell as low as 40 cents a basket and hurt the market for the better fruit.



P. F. Brown & Co.

39-41-43 SOUTH FRONT STREET, PHILADELPHIA, PA.

The Way to See If We're Telling the Truth

The next chance you get, hunt up a pound of **GURNSE** butter and contemplate it. Isn't that carton a great scheme to keep it fresh and clean?

Open it. See that brine-dipped parchment? That shows you what we think of **GURNSE** butter, when we go to such trouble to pack it. Ever see more beautiful butter in your life? It's always like that. Taste it! Can you see a customer, no matter how finical, coming back and saying *that* isn't good butter?

The truth is, **GURNSE** is the best butter possible to make. A gilt-edged product of our own dairies, watched and tended as a mother tends her child. We're proud of **GURNSE** and so will you be, if you'll sell it.

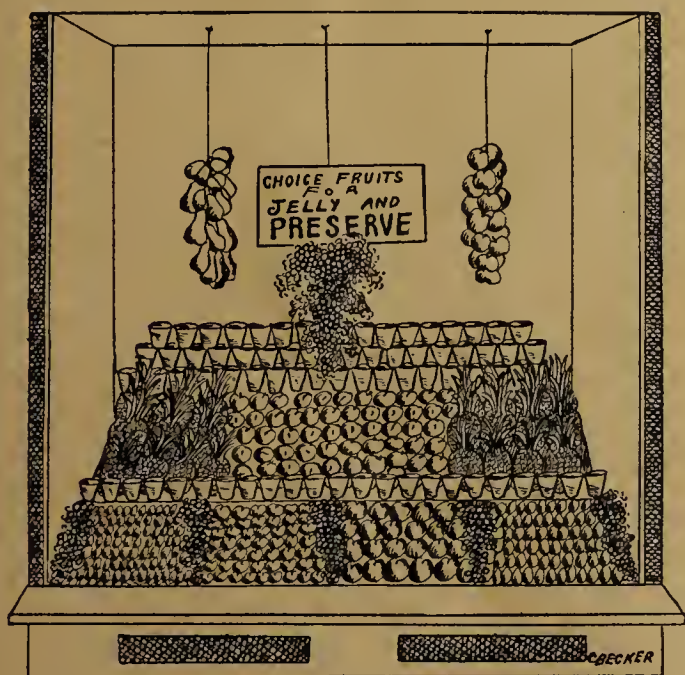
Packed in 20, 30 and 50-pound boxes—pounds and half pounds—34 cents.
Prices subject to market changes.



Two Seasonable Windows.

I.

The time is here when the busy housekeeper is getting ready to have her cupboard well stocked with homemade jelly and preserves. These two windows are timely and offer good suggestions to the grocer and the dealer in fruit. To arrange the fruit window first suspend three strong ropes from the centre of the ceiling; fill the rope in the centre with bunches of grapes. Fill the rope to about the same length as a bunch of bananas. At one side use apples and on the other side pears; be sure that the fruit all has strong stems. Tie



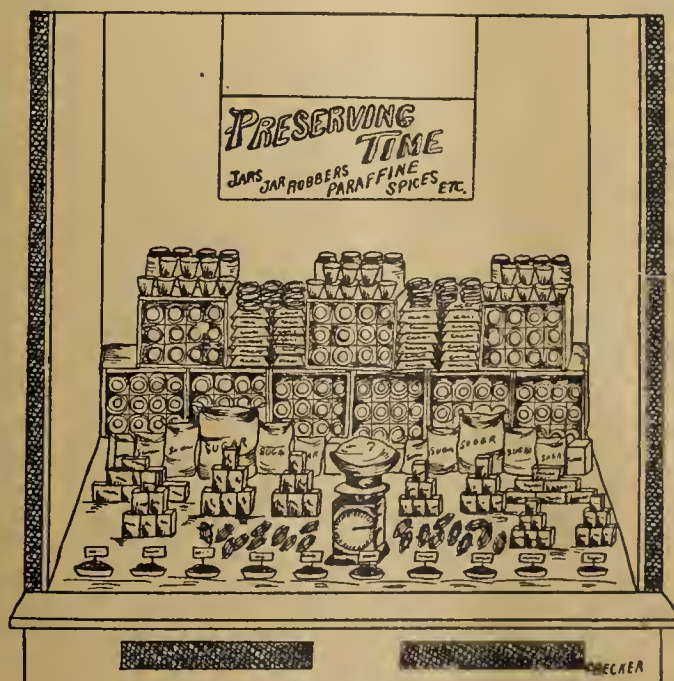
each piece of cord to the stem and then fasten the cord to the rope. Place a neat sign card on the centre one, like illustration.

Now arrange the bottom of the window. Make a slant to run all along the front, cover this with green crepe paper and divide it into as many sections as you have small fruits to display, such as apricots, plums, peaches, gages. Between the kinds place a few bunches of grapes. On top of the first slant place a flat board all along; it should be four or five inches in width. Cover this with green paper and place a row of empty jelly glasses on it. Now back of this run another slant. Cover this with green paper. In the centre place large apples,

at each side pineapples. Back of this slant place a few rows of empty jelly glasses and the window is complete.

II.

The display of jars, spices, etc., is arranged as follows: First cover the bottom of the window with some light shade of crepe paper. Along the front place loose spices in small dessert dishes; put a small sign card with the name and selling price per ounce on each one. This is going to help you sell loose spices. In the centre of the



window, back of the spices, place a family scale. Fill the scoop with loose granulated sugar. At each side scatter about bundles of stick cinnamon. Place small pyramids of package spices all around in the window. Back of these arrange a couple of different size bags of granulated sugar, say a twenty-five, ten, five and two pound. Make the background of boxes of fruit jars of different sizes and between the boxes on the second. Now stack paraffine and jar rubbers on each box, place a few jelly glasses in front and some large jars back of them. Suspend a large sign card with lettering like in illustration.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., July 18, 1911.
998,017. Dough treating mechanism. C. Laukhuff, Cincinnati, Ohio.
998,129. Fish dressing machine. E. A. Smith, Seattle, Wash.
998,164. Means for affixing stamps or labels to bakers' products. M. Feist, Los Angeles, Cal.

998,362. Machine for packing tea or other goods. E. C. Lovell, Bristol, England.

Washington, D. C., July 25, 1911.
998,650. Process of making cakes. F. O. Stone, Cincinnati, Ohio.
998,812. Dispensing attachment for bins. L. B. Thomas, Shreveport, La.
998,903. Candy making machine. W. T. Hudson, Atlanta, Ga.
999,164. Apparatus for cooling chocolate candy. E. J. Harter and A. J. Myers, Tiffin, Ohio.

998,007. Sterilizing canned articles. W. A. Carrell, Bellevue, Pa.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 51,578. "Felicidad" for wheat flour. Wm. Alten Co., Inc., New York, N. Y.
Ser. No. 56,107. "Sapphire" for wheat flour. Montana Flour Mills Co., Harlowton, Mon.
Ser. No. 56,323. "Norco" for blended coffee, tea, etc. Norwine Coffee Co., St. Louis, Mo.

Ser. No. 54,538. "Regulin" for bread. L. J. Greenwald, Los Angeles, Cal.

Ser. No. 56,639. "Sincerity" for wheat flour. The King Milling Co., Lowell, Mich.

Ser. No. 54,270. "Ardee" for wheat flour. Hubbard Milling Co., Mankato, Minn.

Ser. No. 56,322. "Norco" for baking powder. Norwine Coffee Co., St. Louis, Mo.

Ser. No. 53,580. "Maid of Dundee" for wheat flour. The Ansted & Burk Co., Springfield, Ohio.

THE GROCERY MARKETS

Tea.

The tea market shows no change and comparatively light demand. Prices are substantially unchanged and everything desirable is bringing its full sustained value.

Coffee.

No change has occurred in the coffee market during the week. All grades of Rio and Santos are unchanged and practically steady. The undertone is still very strong, and shows no signs of becoming anything else in the near future. The demand is light. Milds are dull but steady. Java and Mocha unchanged and quiet.

Sugar.

The sugar market is maintained on the recently reported high basis, and raws have shown still further advance during the week. Refined probably will follow as soon as the refiners have to go out in the market and buy the higher-priced raw sugar. The demand for refined sugar is not quite as good as it was.

Late in the week some of the refiners advanced 20 points and others 10 points.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull at ruling prices. Sugar syrup quiet and unchanged. Molasses in very light demand at unchanged prices. A large crop is predicted.

Fish.

Mackerel is somewhat firmer, this including Norway 3s and 4s as well as Irish. There is a somewhat better demand and the market is feeling better. Cod, hake and haddock are unchanged and steady; demand light. Spot salmon is unchanged, quiet and very high. Future prices have not yet been named. Domestic sardines show no special change, and the demand is light. Imported sardines are steady and in some demand.

Canned Goods.

There is nothing new in the tomato situation, buyers generally waiting for the outcome of the growing crop. Neither spots nor futures have changed in price

during the past week, and very little trading has been done. Peas are still very scarce; practically all lots are picked up as fast as they are offered. The quantities in first hands are extremely limited. Corn is in about the same position as tomatoes. The pack has just started, so that buying has practically stopped, as deliveries of new corn are expected very shortly. Hot, dry weather for the past few weeks will no doubt reduce the output, but to what extent cannot be known for several weeks. California canned goods for future delivery are practically out of the market, almost every packer having sold to his limit. No prices have yet been made on 1911 pack of salmon, but it is expected that they will be much higher than last year. Spot stock is practically exhausted.

Butter.

The receipts of butter are lower than usual for the season. The shrinkage is due to the weather conditions in the butter producing section. There is an active consumptive demand for all grades and the market is firm at the quoted prices. Present conditions are likely to prevail until we have cooler weather and better pasture. Prices are likely to remain unchanged for the balance of this month.

Dried Fruits.

There is very little change in the spot market on California dried fruits. Peaches, prunes and apricots are about exhausted and will no doubt clean up entirely before new goods can arrive. Futures are not receiving much attention at this end, but on the coast there is a remarkable activity. Packers are bidding for growers' crops at almost unheard of prices. Raisins advance $\frac{1}{4}$ of a cent every few days. Peaches and prunes the same way, so that it is almost impossible to quote reliably. Many jobbers seem to think that prices are unreasonable, but the California dealers claim that they are entirely warranted by conditions. Pea beans and marrow beans are advancing steadily. Some ship-

pers in Michigan claim that there is a plentiful supply of stock, but notwithstanding this the price still continues to go up. The market advanced about 10 cents a bushel last week on both varieties. Green and Scotch peas are practically off the market. The last sale made in first hands was at \$3.25 a bushel, almost twice as high as the average for the past ten years. Citron advanced $\frac{1}{2}$ cent a pound during the past week.

Eggs.

The receipts of eggs are about normal for the season. The quality arriving is showing some improvement over a week ago and are meeting with ready sale for consumption at the market prices. The quality is likely to become better shortly.

Cheese.

There is a very active demand for all grades of cheese. The consumption is very large and the receipts are being sold up close. The market is firm at $\frac{1}{8}$ to $\frac{1}{4}$ of a cent per pound advance over last week, and the present healthy market is likely to exist while the warm weather lasts. Undergrade cheese is also meeting with ready sale and has advanced in sympathy with the best grades.

Provisions.

There has been a very active demand for everything in the smoked meat line and the consumption is large. This is characteristic of the season. All smoked meats have advanced from $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound, owing to the higher cost of live hogs. Pure lard is also in good consumptive demand and firm at about $\frac{1}{2}$ a cent per pound advance over last week, while compound remains steady at unchanged prices, with only a moderate demand. The demand for barreled pork has increased this past week and as a result there has been an advance of 25 to 50 cents per barrel on the different cuts. Dried beef is also firm with an increased consumptive demand at 1 cent per pound advance. Canned meats advanced about 5 per cent. late in the week, with a seasonable demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

No. 1

Favorable weather conditions for the tomato crop prevailed again last week, and the long drouth was broken at last in those sections of Maryland and Delaware where rain was needed most. The growers and canners certainly had a bad case of blues because of the very unfavorable crop conditions, and bad outlook generally for tomatoes, and many of them still feel that they are not yet safely out of the woods. Whatever their feelings, the crop is now more likely to reach normal conditions should nothing untoward occur during August and September to cause a setback. Maybe we will be regaled from now on with reports of scald, cutworms and the dozen and one other maladies peculiar to the crop, not to mention early frost, more drouth, etc. Probably the strongest support to the market prices will be the fact that the canners, tempted by the unusually high prices prevailing during the last two months, sold for forward delivery a much larger per cent. of their factory capacity than ordinary business prudence would justify. The country canners have developed the gambling instinct to a remarkable degree in recent years, and, like their city cousins, are willing and ready to take a chance. Spot tomatoes continue active and they are being widely distributed, because they are actually needed by those jobbers who have been pursuing the policy of buying them only from hand-to-mouth, and that character of buying may be depended upon to continue until the tomatoes contracted for the season's delivery are ready for shipment, say in September. Up to this time only the Baltimore canners have been able to pack any tomatoes for prompt shipment, and it will be about ten days to two weeks longer before the country canneries can start up, for the reason that their local crop will not be fit and ready any sooner.

Remarkable to relate, the Baltimore pack of seconds and standard peas are all sold out, a thing that has not occurred in the month of July in very many years. The scarcity of green peas has caused a large increase in the demand for soaked peas for the first time in a number of years. As a matter of fact, a number of articles that seldom fluctuate in prices are showing increased activity, with an upward tendency.

ne feature this week being an advance in sauer kraut, on account of light supplies, and reports of small crop of cabbage. String beans continue strong, and spot spinach is becoming scarcer. Future spinach is also among the strong items, and so are future sweet potatoes.

There is not an article in the line of new canned fruits that is not firm, and some of them are getting to be quite scarce. The stocks of pineapples, for instance, are remarkably small here, and pears will be sold out before the fall crop is ready, though some new summer pears will be packed when obtainable. The stocks of cherries of all kinds, as well as berries, are small and any fair size buying orders will cause higher prices. Note the large advance this week in No. 10 blackberries, \$1.25 a dozen over the previous week. The arrivals of fresh peaches this week were very light and they sold at fancy prices. None of the canners will make prices on them excepting from day to day, and for very small quantities. It is now time to look after cove oysters for fall delivery. Spot cove oysters are firm and quiet.

THOS. J. MEEHAN & CO.
Baltimore, Md.

No. 2.

Spot tomatoes are so nearly cleaned up that the few offerings left cut but little ice, and as there are so few to fill the gap, 90 cents or 3s is the best that can be done for goods of strictly standard quality.

Some early packing is being offered at 87½ cents for good standard, 85 cents for fair standards and 82½ cents for seconds, all No. 3s.

A trip last week through a portion of the most belated territory on tomatoes revealed the fact that conditions had greatly improved within the last two weeks, but the prospects for the beginning of packing in these sections are very late—practically nothing to be expected before September. The plants look healthy, the color is good, but they are as yet far from the time of fruiting. A little rain in some sections would be most helpful; other sections have had a little too much. An early frost would be most disastrous on account of the retarded conditions. But with normal conditions it might be said that tomatoes are "rounding to," but are subject to the ills and ailments of this illusive crop.

Spot and future corn are now closely allied. Of the former there is practically nothing to offer; of the latter, packing is just beginning.

In passing through one of the largest corn areas on the Peninsula, it developed that there would be from one-third to a half

crop; other sections report more favorable conditions. A few plants were just beginning operations on corn grown from early seed; others expect to start from the 7th to the 15th of the month, after which packing will be at full swing probably to the end.

In the drought-stricken sections the crop will altogether depend upon weather conditions. The rain has fallen in spots. A gentle and general rain is much needed. Some sections are reporting that they have not had a mud rain since April 5th, and from actual experience their fields resemble a much traveled country roadbed. You can imagine that the packers in these sections are affected with the blues.

Other sections, where the early rains have fallen and the early crop looks well, may have their turn at the dry spell and the late crop may not augur so favorable.

With the three leading staples better cleaned up than for a number of years, indications are for good prices along all lines, but just what will be the end will be determined largely by the season.

WILLIAM SILVER & CO., INC.
Aberdeen, Md.

Imported Fish Specialties.

Cables from Holland report rather poor catch of Holland herring on account of the prevailing fine weather, and price is very firm. Of course this news has very little influence on the American market, as the demand for Holland herring is still very small and will not improve until the weather turns colder.

Scotch Herring.—The fishing has been decidedly poor of late, but quality of parcels arriving here has been exceptionally fine this season and practically every lot has found buyers ex-wharf.

New Norway herring have not arrived yet. It is rather too early for them and rather risky to have them shipped before the weather turns cooler.

Norway Bellycuts.—Some fishing has taken place, but the sizes most demanded by the American trade are very scarce.

Norway Stockfish.—The market is rather quiet. The real demand has not started yet, but prices are very firm and they are likely to remain so and would sooner show a tendency to advance than to decline.

French Oil Sardines.—Unfortunately the fishing news from France continues most deplorable. The catch is one of the poorest on record; packers are unable to get enough fish to fill the cans that they have prepared for orders for this season. This on top of the almost total failure of the sprat fishing makes it rather hard for the French sardine packer.

In Portugal they are catching a few large fish, which of course are not suitable for dingley ¼s.

They are packing some ½s and ½ boneless, but have to pay rather high prices for the fresh fish.

In Norway the fishing is very poor and the news is not very encouraging. As a rule they have good catches in Norway and it is rather a disappointment to the packers not to be able to give full employment during the height of the season to their packing force and still this is the case this season. Now is the time when the best Norwegian fish is being packed and the later the season advances the poorer the fish gets.

STROHMEYER & ARPE CO.
New York, N. Y.

Spices.

The market is very active, demand being very steady and apparently increasing. Stocks are reported unusually small. Price of pepper, cloves and mace very firm.

Pepper.—European prices higher and are likely to advance, the import cost to-day being really above spot quotations. White peppers are scarce and will no doubt go higher.

Red peppers in fair demand at steady prices.

Cloves.—Prices higher both in London and Holland. Crop is reported at about 130,000 bales. It is predicted that present prices will remain in effect for some time.

Pimento (Allspice) crop reported short and Europe is buying in a large way. Conditions would certainly indicate higher values.

Nutmegs in fair demand at present prices, which, in our opinion, are safe.

Mace is exceedingly scarce in all positions and much higher prices are anticipated.

Cassias.—Saigon is scarce, Batavia crop this year is very poor in quality. Satisfactory lots are exceedingly scarce; China in large demand and being sold at unchanged prices.

Gingers much firmer and in good demand. Indications would certainly point to higher values on African and Cochin grades.

Green Ginger Root.—Stocks arriving very prime and finds a ready sale. Prices unchanged.

Seeds, Herbs, Etc.—Caraway is reported higher for shipment; Poppy is very scarce and has advanced sharply; new Coriander will soon be available.

MCCORMICK & CO., INC.
Baltimore, Md.

Rice.

Demand for the week has been of good proportions. Distributors' stocks are being steadily reduced and the filling of broken assortments here and there has allowed a good volume of business to be accomplished. Prices are steady to firm on all desirable offerings. Some sales of new crop fancies

have been made to those who wish to be "up to date" on a basis of 5½ to 6 cents. This does not interfere with the regular distribution of old crop at 1½ to 2 cents lower in price. Japan sorts are firm with advancing tendency.

Advices from the South note steady distribution of the "remainder crop" on the Atlantic Coast. At New Orleans a fair movement is reported. Supplies of new crop are moderate and held at high prices compared with the offerings of old crop. As it will take over 100,000 sacks of rough rice to give the trade simply "a taste" of the new crop, no material falling away in values is anticipated until receipts of rough exceed the amount named.

In the interior Southwest, Louisiana, Texas and Arkansas, good demand is reported at sustained values. Growing crop doing well.

Cables and correspondence from abroad note firm and advancing markets.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

MARKET NOTES.

White potatoes are still high, ranging from 70 to 75 cents per basket. They were as low as 60 cents a little while ago. The early varieties are about done.

Sweet potatoes are selling on rather a low basis. Jerseys are worth \$1 to \$1.25 per basket and Southern \$2.50 per barrel. The demand is fair.

Cantaloupes are coming from nearby points, Colorado not having begun to ship. The range is 50 to 75 cents, and the fruit has shown very good quality.

Apples are cheap, and the best can be bought for 65 cents per basket. There are lots of wind-falls on the market, and these are holding the market down.

String beans are very low—20 cents per basket, as against \$1.25 a week ago. The increase in supply was responsible.

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

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H. Kellogg & Sons

Philadelphia

Oyster Cultivation

By HENRY JOHNSON, JR.

I have just returned from a trip through the oyster growing territory of the Atlantic Coast, and the experience was very interesting. Probably most of my readers have the idea of the growing of oysters entertained by nearly everybody to whom I speak of the industry, namely, that there is nothing doing during the summer. The opinion seems to prevail that all there is to the entire business is the work of dredging or tonging the oysters from the bottoms or beds during the season when they are eaten. Not only is all this wrong, but there is a lot of arduous labor connected with the growing and gathering of oysters which it were well more should be known about by the average retailer in order that he may put himself in the other fellow's place to mutual advantage, co-operation and good will.

Oysters spawn in the spring of the year. A female sheds about 16,000,000 young, which at spawning time are microscopical specks. These little things float away from the old oyster and "set" or adhere to any surface which is free from slime or grease. Dry, clean oyster shells are good; crushed granite is also good. If the temperature of the water is about 70 degrees, say 68 to 72 or thereabouts, and remains at that point for two weeks or so, then the majority of the "spat" or spawn will live; that is, it will start life under favorable surroundings. That is far from saying it will reach maturity, however, for the oyster has numerous enemies; but of these I shall speak later. A theory advanced as to why oysters will not reproduce, or spawn on the Pacific Coast, is that the water of the Pacific never gets to be warm enough; but there may be other reasons. And right here I want to say that I know of no product which has been long cultivated and studied about which so much remains to be learned as is the case with the oyster.

Let us suppose that the oysters have been spawned and that conditions have been favorable to them. The "spat" settles as noted and remains fixed to the surfaces settled on for several months, or

until they develop a shell about the size of the thumb nail, after which they let go and settle to the bottom, there to continue to grow for seven or eight years, at the end of which time, if left undisturbed, they begin to die of old age.

But now the work of the oysterman gets to be strenuous. As soon as it is evident that there has been a successful "set" of young oysters, the oysterman gets busy to remove the "set" to safe waters and locations suitable for its growth. Scattered as they are, all over the beds, if left to free themselves from the shells and stones on which they have fastened, they would often be located on grounds fitted for the development of older stock, but not suitable to their development from the start; or settled on bottoms only partly suitable to them; or in locations where their struggle for existence would be very unfavorable. Thus they must be dredged up from the bottoms at from 15 to 100 feet depth, carried from five to one hundred miles to places of safety and there "planted." There is some "set" every season; but when conditions are very favorable, which occurs once in five to ten years, this part of the work is heavy and will keep large fleets of schooners and steamers busy for eight or ten weeks.

The oysters being planted as described, they stay right where they are put; and it may readily be seen that as they increase their size, they must be transplanted again to prevent crowding. The oyster will grow to be twelve times as large at the end of the first year as he was the day he was planted, therefore a bushel of "seed" will increase to twelve bushels of stock, and if left undisturbed the oysters would smother and crush large quantities of themselves. Thus it is up to the oysterman to again transplant; and the stock now being large, hardy, and to a certain extent capable of protecting itself from many of its natural enemies, it is safe to place them in more open waters and spread them in locations in which they could not have lived to start with.

Thus the oysterman proceeds

to clear off his outlying beds of stock which is three or four years old, putting it in the most open waters he controls; puts his year-old stock on the places so cleared and transfers his fresh young "spat" to the most protected beds again. It is one continual round of care, intelligent work and the use of accumulated knowledge. And the entire work is accompanied with a constant culling of the stock and fighting the natural enemies of the oyster. When the season opens the really hard work begins. The oysterman has none of the transplanting or shifting to attend to then; but he has his work cut out in the gathering of the stock. And here is where he comes in for some legitimate consideration by the retailer, for he goes out in all kinds of weather; the storms and cold of winter; the positive dangers of gales and squalls and such work as falls to the lot of few men to endure. When you fail to get your oysters just as soon as you think you ought to get them, or when your correspondence is neglected a day or two at a time, try to imagine how you would like to dredge oysters from 30 feet of water in zero weather, when the wind is blowing a gale and you are being tossed about like a shell on the waters; when each load freezes as it strikes the deck and when your bare hands would stick to the chains if perchance you should touch them. It is not a task to attract anyone and, as one of the growers said to me: "We go out after oysters to fill our urgent orders at times when it is positively as much as our lives are worth to make the venture." Oysters do not grow on trees, nor is the task of gathering them a snap at any stage of the game.

The day on which I went out over the beds was beautiful. It was bright and with just a light breeze running. We went over to a point opposite Lloyd's Neck on Long Island and dredged for inspection. We pulled in about fifteen bushels at each haul. With the oysters and shells carrying the very meagre "spat" of last season came all kinds of strange creatures of the sea. There were crabs of many kinds; star fish, the bane of the oysterman; sea spiders, flounders and "skates." Each load was culled, that is sorted by

hand, cutting out the useless stuff, the dead oysters, the faulty stock and the good oysters stored on deck for transference to other grounds. After some hours of this kind of work we went over to a point further eastward and there fished for "stars." The star fish settles on the young oysters and in some way sucks the meat out of the shell, and as stars spat at about the same time and under conditions favorable to oysters, they grow up with the oysters and feed on them if not destroyed. To catch stars long poles are strung with cotton mops about 4 feet long and those poles are hung to chains so they will drag over the beds and cover a swathe some twelve feet wide at each sweep. Then these mops are lowered into the sea and dragged slowly over the beds. The stars get entangled in the mops and are brought to the surface. The entire mess is then immersed in boiling water for three minutes and the refuse dropped overboard again. This is kept up all day long; and I leave it to you to guess how long it will take to clear up a piece of ground covering, say, 700 acres. This one company on whose boat I was has 4,500 acres of beds and you may believe there is some work to be done.

Another enemy of the oysters is the mussel, which comes by fits and starts, though some localities are more subject to them than others. These settle on the oysters and smother them in great numbers. There is no remedy except to remove the oysters as soon as the mussels appear.

ASSOCIATION NEWS

Minneapolis, Minn.

The Minneapolis (Minn.) Retail Grocers' Association has placed a ban on gifts of any kind whatsoever. Premiums, discounts, Christmas presents and even holiday calendars are barred. According to reports the grocers were unanimous in their decision and plans are under consideration for imposing penalties upon those who violate the agreement. As some members of the association had already ordered premiums for later delivery, the agreement will not assume full force until January 1, 1912.

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The United States Government May Ask You for Your Prices on Eighteen Staple Food Products

Commerce and Labor Department Compiling Average Prices in Forty Different Sections. Object is to Give Consumers the Trend of Food Prices. Retail Grocers Asked to Co-operate. Commissioner Hauger Explains Plan's Scope and Purpose.

The United States Department of Commerce and Labor has a large number of agents circulating among retail grocers and general storekeepers with the object of compiling lists of average retail prices for the chief necessities of life. As near as can be, the prices are taken on the fifteenth of each month. When the compilation is complete it will be circulated among consumers for the purpose of showing the trend of prices.

Acting Commissioner G. W. W. Hauger, of the Bureau of Labor, writes for this journal the following description of the plan:—

The plan was followed by the Bureau for a number of years. By it retail price statements were secured from representative merchants in the principal cities of the United States. These statements were collected annually by agents of the Bureau for each year from 1902 to 1907. In 1902 these statements were carried back from 1890 to that time. Data for 1890 to 1903 were compiled and published in the Eighteenth Annual Report of the Bureau. The data for 1904 are presented in the bulletin of the Bureau for July, 1905; for 1905 in the bulletin for July, 1906; for 1906 in the bulletin for July 1907; and the data for 1907 in the bulletin for July, 1908. Owing to the pressure of other work the Bureau has not been able to collect prices for each year since 1907, but has again taken the matter up this year and is securing in forty principal cities, price statements for every second month for the years from 1907 to 1910, and for every month during 1911. This material will be compiled and published in the next annual report of the Bureau.

For the purpose of securing future price statements the agents of the Bureau are leaving with representative merchants in each city a book of forms with the request that price statements be mailed monthly. I am enclosing one of these books of forms. The Bureau expects to have an agent visit the merchants every few months in order to secure further information concerning any items which are not altogether clear. The retail merchants in the several cities already visited are heartily co-operating with the Bureau and it is the intention of the Bureau to begin the publication of these retail prices in the bi-monthly bulletin early next year, if possible. The primary purpose of this investigation of retail prices is to determine the course of prices from month to month and from

year to year, and it is undertaken in response to many demands from many sources.

The Government asks the co-operation of the retailer through an appeal from the Commissioner of Labor addressed "To the Retail Merchant." The substantial part of this is as follows:—

To the Retail Merchant:—

We find a demand for current information concerning retail prices, and in order to meet this demand we propose to publish every two months in our Bulletin, beginning as soon as arrangements with the merchants can be completed, a summary showing the course of prices and the extent of change in prices of the principal articles of food in forty selected cities in various sections of the United States.

Because of the time required for monthly visits, it will be impossible to secure the data through the Special Agents of the Bureau, and we therefore find it necessary to invite retail merchants to co-operate by forwarding to the Bureau each month the information called for on the forms in this book. We believe that the results will be of great value to all persons interested in the subject of retail prices, and that the work will require but a very small amount of the merchants' time for the reason that as current prices are requested it will be unnecessary to refer to old records.

You have been selected as one of the retail merchants in your city from whom statements are desired, and I earnestly request your hearty co-operation in the matter by promptly furnishing monthly statements on the attached forms.

Prices should be quoted for articles of the highest standard grade commonly sold by you, and for meats the price quoted should be for the best cuts. So-called "fancy grades" or articles sold as "leaders" should not be quoted.

It is absolutely essential to the value of the record that you quote the price of exactly the same grade and brand of each article from month to month. The exact grade or brand in each case you will probably be able to identify best by consulting the stub containing the prices quoted for the preceding month.

CHAS. P. NEILL,
Commissioner.

The articles on which prices are asked are as follows:—

Sirloin steakper lb. ..
Round steakper lb. ..
Rib roastper lb. ..
Pork chopsper lb. ..
Bacon, smoked, sliced.....per lb. ..
Ham, smoked, sliced.....per lb. ..
Leg of muttonper lb. ..
Chickens, year or more old, dressedper lb. ..
Wheat breadper loaf ..

Wheat flour per 1/8-bbl. bag ..
Corn mealperlbs. ..
Eggs, strictly fresh, nearby.....
.....per doz. ..
Eggs, storageper doz. ..
Butter, creamery, best ...per lb. ..
Lard, pure, bulkper lb. ..
Potatoes, Irishper pk. ..
Sugar, granulated ...perlbs. ..
Milk, fresh, unskimmed, deliveredper qt. ..

As far as can be, the work will be done through agents, a considerable number having already been supplied with detailed instructions and sent out. The Department has furnished this journal with a copy of the agents' instructions and the following interesting extracts will throw further light upon the scope of the plan:—

Class of Store.—Schedules should be continued, or new schedules secured, only from stores patronized to a considerable extent by families of wage-earners. The stores should not be such as cater to an exclusively high-class trade, nor should they be stores in the slum districts selling principally to the very poor. The larger and more substantial stores should be taken rather than small shops with their trade confined to a very small locality. Se-

cure data only from stores or markets which deliver goods.

Various organizations and persons may be consulted with reference to the representative character of stores, as follows:—

Retail Dealers' Associations.
Secretaries of Commercial Organizations.

Officers of Trade Unions.
Editors or correspondents of papers publishing retail prices.

Schedules should represent articles of the highest standard grade commonly sold by the dealer, and for meats the price quoted should be for the best cut. So-called "fancy grades" and articles sold as "leaders" should not be quoted.

As prices advance there is a tendency to put a lower grade of article on the market so as to maintain a popular price. The object of this investigation is to determine the changes in prices, hence the agent must be sure that the same grade of article is quoted for all years.

Future Prices.—The Bureau proposes to publish every two months in the Bulletin, beginning as soon as arrangements with the merchants can be completed, a summary showing the course of prices and the extent of change in prices of the principal articles of food in forty selected cities in various sections of the United States. In order to accomplish this purpose it will be necessary to secure the co-operation of retail merchants.

How Retail Grocers Can Make Their Own Coffee Blends

Practical Coffee Man Tells How to Combine Different Varieties of Coffee to Get the Best Results. Advantage of One's Own Blends in Holding Trade.

[The following is the substance of an address delivered by P. S. Duryee, of Duryee & Barwise, New York city, before the recent convention of the A. J. Deer Co.'s salesmen, on "Coffee Blending for the Retail Grocer." Mr. Duryee is a mine of practical information about the blending and handling of coffee, and what he says here is more than worth reading.—ED.]

I think the best way to handle this subject is to state some facts about coffee, just as though I were talking to a man starting in to buy green coffee, doing his own roasting and blending. I presume the average coffee roaster salesman is asked many questions on the subject of coffee, and I assume that he is naturally more familiar with his machine than he is with the coffee situation.

The coffee business seems to be one that for long generations has been a kind of secret order. A comparatively few men in two or three of the big centres where coffee is imported alone knew all about it. The consumer has been very ignorant concerning the subject, and the dealer even worse off, for what little knowledge he thinks he has is usually all wrong. Indeed, many of the larger dealers know comparatively little

about so common a commodity.

First let us outline the greater green coffee divisions from a blending point of view:—

1. Java and Sumatra coffees, which are really identical. But Dr. Wiley has made a distinction here with which no coffee man can agree, as the character is identical. However, he is the doctor, and so Java coffee is coffee grown in Java, but the same coffee grown in Sumatra must be labeled Sumatra or Padang coffee.
2. Mocha coffee, which really includes Harar, or long bean

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Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

Mocha, although here again Dr. Wiley's distinction obtains, and here is but one kind of coffee which can be called Mocha, and that's the coffee grown in Arabia and shipped from Aiden and Hoidah. What was called long-berry Mocha must now be called Harar or Abyssinian coffee.

3. Washed mild coffees, embracing as of the most value Bogotas, washed Bucaramangas, Guatemalas, Mexicans, Costa Ricas, washed Maracaibos and Meridas.

4. Unwashed mild coffees, such as Maracaibo, Bucaramanga, Lagayra, unwashed Mexicans, etc. All these coffees, and of course many varieties not named, come under the general heading of mild coffees, which really include all coffees but those from Brazil.

Next we have the other great classification, "Brazilian coffees," of which the first or better are Santos, Bourbon and Flat Bean, and second, Rio. Then there are other coffees from Brazil, such as Victoria, Bahia, etc., but Santos and Rio are by far the principal ones.

Carrying this general outline of

coffee divisions in mind we proceed to the blending.

Java is a very heavy, thick coffee, highly fermented, almost too heavy for use alone, and so it has always been mixed with Mocha in varying proportions. Mocha coffee is of a sharp, acid type, and the blending of these two characters of coffees produced the best result, so a cup quality was established as a standard, and the same basic idea adhered to, for in coffee, as in whisky or tobacco, blending has developed better results than are obtainable by using the straight article. When a dealer becomes a little experienced he will originate his own blends, which, if good, will hold trade.

The dealers' blends are quite as much a secret as a patent medicine formula, so what I suggest can be in the way of suggestion only, but I know the blends outlined will produce fine, all-around coffees.

These are the most practicable coffees for a dealer to carry:—

1. Santos, because of price.
2. A Maracaibo, or a natural Bucaramanga, because they are a

full-bodied coffees of great value in blending.

3. A washed coffee, preferably a Bogota. This part of the blend is the high grade and most important, for it gives the blend its touch of quality and character.

The dealer must guard against these objectionable qualities in selecting these three coffees:—

See that the Santos is not strong or Rioy.

See that the Maracaibo is not bitter or, worse, "hidy."

See that the Bogota is not too acid or thin.

If these precautions be taken he cannot help but have a fine blend reasonable in price. By using equal parts of Santos, Maracaibo and Bogota for general use for his principal selling coffee he is secure.

The man equipped with these coffees will have for his cheap coffee (for which there is always a big demand) his Santos. For his medium grade he has a blend of half Santos and half Maracaibo. For his third, or most popular blend, the first outlined, one-third of each, and for his really best coffee either half-and-half Bogota

and Maracaibo or three-quarters of Bogota and one-quarter Maracaibo.

The advantage of these three coffees is that they blend well in any way you may mix them, and the dealer with a little experience working with the two necessary ideas in mind—satisfactory coffee and cost—will quickly work out various combinations.

Of course the requirements in the way of cup flavor vary somewhat with the locality, and one blend would not suit all places. In New England, for instance, they use light drinking coffees, and roast the coffee very light also, which is quite the reverse of the requirements in New York, for New England would use a Guatemala or Coban in place of a heavy Bogota, and perhaps more of an acid Bourbon than a full flavored coffee.

The dealer will secure his variation in flavor principally from his top or best coffee, the Maracaibo for body and the Santos for price, so that he can well afford to carry beside his Bogota some of the lighter or more acid coffees, such as Guatemala and Mexican.

This Is the Buckwheat Flour For You!

☐ Morning Glory Self Rising Buckwheat Flour; packed in a handsome carton instead of a paper bag; profit is greater than on any other brand that's near as good and you can sell twice as much; sure to please your customers; sure to be sold out; but, if you have any left at the end of the season we'll pay you cash for it. Ask for our plan that will double your buckwheat trade.

☐ Sale has increased 3 times in 3 years.

**BETTER GET YOUR ORDER IN
NOW FOR FALL DELIVERY**



Now I have not touched on blends containing Java and Mocha, but the same principles exactly follow in using these coffees. Java is a very rich, heavy full-bodied coffee as a rule, while Mocha is sharp and acid. The price of Java is from 19 cents per pound up and Mocha about the same, so the cost precludes the general use of these coffees except for a very small proportion of the dealer's fancy trade, but for a fine heavy coffee equal parts of a good washed coffee and good Java is about as near perfection as one can come in coffee.

Of course the real benefit from blending is obtaining a coffee with a marked individuality.

There come to New York coffees from 106 different sections, and there are variations in flavor among each of these 106. This will give you a slight idea of the immensity of the field from which to select coffees for blends.

If the dealer can create something a little different, a little better than can be obtained elsewhere, he has made a big stride towards increasing and holding his coffee trade, and I cannot too strongly urge that he use as good coffees as he possibly can, for in the long run business acquired from such results will always stick by him, be a big advertisement for him, and also show him a better profit in the end.

There has been a very marked increase in the consumption of

better grades of coffee throughout the country. Many sections which a few years ago did not buy over 5 per cent. of mild coffees are to-day buying 25 per cent. to 30 per cent. of the better goods. The public is becoming more discriminating and particular about their coffee each year.

Of course there are certain sections of the country in which the water is particularly bad, being filled with alkali, and in these sections it is very hard to get the very best, the very delicate flavor out of coffee, and I would advise in this case a very pungent coffee which will stand up and show some merit when such water is used. It is also good advertisement for a live dealer to have his own outfit and thus control his own blend, something which his neighbor cannot duplicate.

Another point I would like to bring clearly to retailers is that they should not expect to buy coffee in one or two-bag lots at the price that they may see Rio 7s or other coffees quoted in the daily papers. For instance, when you see Rio 7s quoted as they are to-day at 13½ cents, this really means for 250 or more bags of coffee in store in New York and allows absolutely no handling expense. Should you be in a position to buy 250 bags of coffee you could buy at that figure, and it would be f. o. b. cars New York.

P. S. DURYEE.

New York, August 15, 1911.

Dr. Wiley Reduced to Nonentity in Enforcing Federal Food and Drugs Law

Testifies Before Congressional Committee that Other Members of Federal Food and Drugs Board Overruled Him and His Appeals to Secretary Wilson that Public Health Was in Danger Brought No Response.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

August 18, 1911.

Dr. H. W. Wiley, chief Government chemist and former principal factor in the enforcement of the Federal Food and Drug law, has had his innings before the Congressional Investigating Committee during the past week. According to his testimony a combine between Dr. Dunlap and Solicitor McCabe, the other two

members of the Federal Food and Drug Board, long ago reduced him to a nonentity in the work of enforcing the food law. His views on adulteration and misbranding were repeatedly overruled, and appeals to the Secretary of Agriculture brought no response.

There has always been great speculation over Dr. Wiley's professional education and training. Before the committee last Wednesday he set this at

rest for the first time. He testified that he had taken the old-fashioned classical course at Hanover College, with "some science, not much." Later he studied medicine, graduated from the Indianapolis Medical College, took another year's course in chemistry and then studied at Harvard. He became successively instructor of chemistry in the Indianapolis Medical College, Butler College, Purdue University, Indiana. Then he went to the University of Berlin for a year's study in chemistry. In 1881 he was State chemist of Indiana, and April 9, 1883, he was appointed Chief of the Chemistry Bureau of the Department of Agriculture.

"I took a very active part in all steps leading up to the pure food law," Dr. Wiley said, replying to Chairman Moss. "I began in 1883 an attempt at a scientific investigation of the adulteration of foods and took an active part in all efforts to secure such a law."

He explained that the pure food law authorized his Bureau to investigate all foods, to determine whether they are misbranded or adulterated. Later, the Federal Food and Drug Board was appointed and the reports of the Bureau of Chemistry were made to it. The Board also held the hearings. The following interesting information is from the stenographic report of the testimony:

"What attitude has the Board of Food and Drug Inspection taken toward the Bureau of Chemistry?"

"The views of the Chemistry Bureau as to what was adulterated or misbranded were overruled in about two-thirds of the cases. Sometimes I voted to overrule the Bureau, but usually it was overruled against my vote."

"When you and Dr. Dunlap disagreed how many times were you sustained by Mr. McCabe, the third member of the board?"

"Never, as I remember; except on my decision that rye whisky must be made from rye. On that matter Mr. McCabe sided with me."

"How many of the cases have been passed on by the board?"

"From 1,500 to 2,000. On about 100 cases where Dr. Dunlap agreed with me on the first vote and the Solicitor disagreed with both of us, Dr. Dunlap changed

his vote in every case to agree with the Solicitor."

Dr. Wiley declared that the result of these overrulings was to "squander and waste" all the money spent in preparation of the cases by the Chemistry Bureau. He said that so far as he knew all appeals to Secretary Wilson had resulted in a decision sustaining the Board's ruling.

"About 9,000 cases," he said, "have been prepared by the Bureau at a sum averaging about \$200 each, including the gathering of samples. Many of these cases," he added, "are properly dropped."

Dr. Wiley stated that Solicitor McCabe held the decisive vote on the Board of Food and Drug Inspection. When Dr. Wiley and Dr. Dunlap disagreed on questions of chemistry, it was Solicitor McCabe who decided whether a prosecution should be made. In fully 100 cases, said Dr. Wiley, where he and Dr. Dunlap had voted together and Solicitor McCabe had disagreed with them, Dr. Dunlap changed his vote to agree with Mr. McCabe.

"Did you ever appeal from these decisions?" he was asked.

"I found it was useless to appeal," said Dr. Wiley, "for the Secretary invariably upheld the decision of the Board."

In two cases he did appeal, he added, where he thought public health was "seriously menaced." One of these involved the labeling of gluten flour, the food of diabetes patients. The Board's decision, he believed, left physicians without sufficient information as to the exact contents and strength of the flour. In this case the Secretary upheld the Board.

The other case involved the labeling of fruits and fruit products which contained sulphur dioxide. This subject is now before the Remsen Pure Food Referee Board. The Board, composed of three Cabinet members, Secretaries MacVeagh, Wilson and Nagel, decided that manufacturers could continue to use the sulphuring process if the fact was made clear on the label.

Dr. Wiley left the Agricultural Department one day at 4 o'clock to go to Boston. Between that time and 4.30, when the Department closed, he said, a special meeting of the Board of Food and Drug Inspection was called, Dr. Dunlap acting as chairman, and a

decision was made overruling the "three Secretaries" Board and permitting manufacturers to use the sulphuring process without publishing the fact on their labels.

As soon as he returned to Washington and learned of the action, said Dr. Wiley, he wrote to Secretary Wilson, appealing to him from the decision, and declaring that the health of the public, particularly of invalids to whom fruit juices are often prescribed, was seriously threatened by the decision; and that the Board of Food and Drug Inspection had no right to overrule the three Secretaries.

"What was Secretary Wilson's answer?" asked Representative Floyd, of Arkansas, who has conducted the questioning for the Moss Committee. "I never received an answer," said Dr. Wiley.

Dr. Wiley said he had agreed to refer to the Remsen Board the question of using alum in baking powder and pickles, providing Dr. Dunlap and Mr. McCabe agreed to enforce prosecutions against alum users until the Referee Board reports. He was outvoted on this matter.

"I wrote my views so that my vote might be recorded," said Dr. Wiley. "I seldom have a chance to vote on the Board." "Why not?" asked Representative Sloan.

"Because when the other two members agree the chairman doesn't vote."

"Suppose you decided a thing is harmful, and the Remsen Board decides the other way," said Representative Floyd, "is there any way you can get it into court for a final decision?" "Not that I know of."

It will be remembered that the charge against Dr. Wiley, which opened up this whole controversy was that he had employed one Dr. Rusby, an expert chemist, to aid the Government at an illegally large salary. Before the committee Dr. Wiley testified that he never made any contract with Dr. Rusby, and that in an effort to make a case against him the whole transaction had been deliberately distorted and some of it suppressed. The letter from Dr. Rusby to himself, which was offered as evidence of the illegal contract, had never been received by him. More than that, even if received, it contained a clause

that the contract was to be subject to the approval of the Secretary of Agriculture. This clause, Dr. Wiley testified, had been completely suppressed.

On Thursday Dr. Wiley testified that the Bureau of Chemistry several months ago refused to allow the Corn Products Co. to call glucose "corn syrup." After the order to this effect was promulgated, the Secretaries of Agriculture, Treasury and Commerce and Labor met in review and reversed the ruling.

It is probable that Secretary Wilson intends to make some sort of attack on Dr. Wiley during the coming week. He has announced that he will go on the stand and explain why authority was taken from Dr. Wiley and given to Solicitor McCabe.

HOLT.

Pineapples are lower by about \$1 per crate. Instead of \$4 per crate for 24s, they range from \$3 to \$3.25.

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
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Your Interests Are Ours, Too

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MAPLEINE

(A Distinctive Flavoring)

Better Than Real Maple

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50 cents per gallon. Can be used anywhere a flavoring is desired.

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DEMAND STEADY & GROWING

Order to-day from your jobber

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TELL YOUR CUSTOMERS THAT

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Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

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TOMATOES

AVON BRAND EXTRA STANDARD—

No. 3, cold packed, 2 doz. . . per doz., \$0.85

As many or as few cases as you like and a special drive in fine quality Tomatoes for prompt shipment.

CORN

MITCHELL'S BRIERFIELD BRAND NEW PACK
SHOE PEG—

No. 2 cans, 2 doz. . . . per doz., .72½

5 or 10-case lots or over . . per doz., .70

Positively new goods, crop and pack 1911 and just in. An elegant quality Shoe Peg Corn at a very advantageous figure.

NOODLES

PROSPECT BRAND PURE EGG—

5c size, 4 doz. . . . per case, 1.20

10c size, 2 doz. . . . per case, 1.20

5 and 10c size assorted: 2 doz.

5c. size, 1 doz. 10c. size . . per case, 1.20

5 or 10-case lots or over, either

size or assorted . . . per case, 1.15

Assorted Fine and Broad in each case.

Elegant quality Noodles at much lower prices than you will get them elsewhere.

WRITE FOR THE "CASH GROCER," CONTAINING
PRICES ON A FULL LINE OF STAPLE
AND FANCY GROCERIES

The above prices good for week August 21st to August 26th, inclusive

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

At its convention in Pittsburgh, Pa., last week the United Master

Conveniences that Cost Money. Butchers of America adopted the following resolution:—

Resolved, That we try to obtain the co-operation of the National Retail Grocers' Association and all other organizations to compel employers to pay wages weekly.

This is another of those modern conveniences that are constantly being demanded, and which, because they cost money, inevitably raise the price of the commodity to which they are attached. In this case the convenience is for the benefit of retailers who sell employees of these concerns goods, but the principle is the same—convenience can be had, but it never comes for nothing, and its cost must always be added to the cost of whatever product is involved. The large concerns who employ hundreds of operatives and have monthly or semi-monthly pay days, can pay every week, but it means more expense—who is to bear it? The answer is that if the concern makes sugar, its price for sugar will bear it; if it sells steel, its price for steel will bear it. The dealer—for whose benefit this increase in producing cost was undertaken—must first pay this added cost, and must then get it from the consumer.

It is all very well to demand conveniences—nearby stores, quick deliveries, telephones, salesmen to take orders at the house, and any other convenience we can

imagine, but it is the height of inconsistency to want them without paying for them.

The National Retail Grocers' Association has had a great deal

The Grocer Not Represented.

to say, and justifiably, about the dangers of parcels post to the country retailer. In view of that fact the writer notes with surprise that the organization was not represented at the recent hearing before the sub-committee of the House. The official list of associations represented is as follows:

National Retail Hardware Association.
National Wholesale Shoe Dealers' Association.
Merchants' Association of Connecticut.
National Wholesale Hardware Dealers' Association.
National Association of Retail Druggists.
American Implement and Vehicle Association.
American League of Associations.

All these organizations were present, and all presented their opposition to parcels post through one or more representatives. The National Retail Grocers' Association was not represented, and not a peep was heard for the grocery interests before the committee. To be sure, the hearing was held about the time the National convention was in session, but that would have made no difference; certainly somebody could have gone. If, as Secretary John A. Green rightly says, it is a case of straining every nerve or these bills will pass, the writer thinks

it of vital importance to present to the committee which is to recommend for or against these bills, the grocer's reasons why they should not pass.

The current issue of "Pearson's Magazine" contains an interesting article on "The Fallacy of Trading Stamps." The writer of it takes

the position that the stamp is a charge upon the goods, and that unless it is turned into money by being saved and redeemed, the purchaser of the goods with which it was given will not get his money's worth.

Here are the conclusions which the article expresses:—

When the goal of the premium man is reached, and it looks as if it were not far off, every store will issue trading stamps, every package will contain a coupon, and for any one of us to get his money's worth, it will be necessary to collect and assort these and turn them in for premiums. Then we shall see what a cumbersome business we have imposed upon ourselves in "our throbbing human desire" to get something for nothing.

As far as certain kinds of goods are concerned this is true already. It is the case with soap. The giving of soap premiums has become almost universal, and what was at first something resembling an advertisement has become a fixed charge on most varieties of soap. Soap wrappers and coupons are now all interchangeable for trading stamps and can be redeemed at trading stamp parlors. So the necessity of using one soap constantly in order to get a premium is past. All soap wrappers look alike in the premium parlors. With soap, then, the premium game has been carried to a point where there is no longer any point in it.

Sooner or later, the same thing is bound to be true of all goods. When that time comes, will the whole game be called off by common consent, or will that whole fungus growth of a burden continue to be forced upon the ultimate consumer? How great that burden is right now can be judged from the fact that the premium department of the American Tobacco Company alone is said to have required an appropriation last year of \$800,000. The head of one premium house told me he had sent out last year over 5,000,000 catalogues. The annual expenditure of Sperry and Hutchinson is given unofficially at \$3,000,000. The whole burden put together adds up to far more than \$100,000,000. And to get our share of what is not consumed in running expenses and profits we must endlessly add sticker after sticker worth a tenth of a cent apiece.

The only help that can come is from the people at large. If they will let the fallacy in the trading stamp sink home, the business will languish and finally die out. Unfortunately, the only truth about the trading stamp which is being fostered at the present time is that you are not getting your money's worth unless you collect them. This is undoubtedly true, but, if you do collect them, your loss is greater yet. It was six times greater in Laur's case. Better throw away your coupons and trading stamps. It may take a wrench, but you will save money by it.

Premiums will never die, in the writer's judgment, unless there comes into the human temperament a quality which most people in this day lack—the quality of not allowing greed to warp judgment. We are an exceedingly greedy people. If we see a chance, or think we see one, to gather something in for which we haven't paid, it is our way to go after it, no matter what it costs. Sooner or later we may awake to the fact that nothing is free but the air.

Uncle Sam Breakfast Food Co. Confesses to Fraudulent Representations Regarding Its Breakfast Food

When United States Government Attacks it on the Ground that its Claims as to the Medicinal Properties of its Breakfast Food Were False, it Pleads Guilty and Pays Fine. Other Violations of Federal Food and Drugs Act.

The following reports of cases under the Federal Food and Drug act have been supplied to this journal by the United States Department of Agriculture:—

JUDGMENT No. 865—MISBRANDING OF "UNCLE SAM ANTI-DYSPEPTIC BREAKFAST FOOD."

On or about January 22, 1910, the Uncle Sam Breakfast Food Co., Omaha, Neb., shipped from Nebraska into Ohio 100 packages of a food

product, each of which was labeled "Uncle Sam Anti-Dyspeptic Breakfast Food. Patented November 17, 1908. Trade Mark Registered. Merit wins. Manufactured by Uncle Sam Breakfast Food Co., Omaha, Neb. * * * Will relieve constipation in three days. * * * Tendency to appendicitis avoided by eating Uncle Sam Food for Health." Samples were analyzed and examined microscopically, and the product was found to be a linseed and wheat product, consisting of ether extract (fat) 20.05 per cent., protein 20.43 per cent. and fibre 6.06 per cent., and not possessing the medicinal properties claimed for it in said label. The findings showed the product was misbranded, in that it was labeled and branded so as to deceive and mislead purchasers, it being represented as a breakfast food with medicinal properties capable of affording relief in

cases of constipation and preventing appendicitis, whereas in truth and in fact said product possesses no medicinal properties which would warrant the claims made for it. On the ensuing day the defendant entered a plea of guilty to the above information and the court imposed a fine of \$10 and costs.

JUDGMENT No. 849—MISBRANDING OF MACARONI.

On or about July 5, 1910, V. Viviano & Bro., St. Louis, Mo., shipped from Missouri into Ohio 29 cases of macaroni, ten of said cases being labeled: "La Regina. Trade Mark (being a picture of a woman holding a shield with a foreign scene as a background). V. B. artificially colored Attupatelli Lisci. Marca di Fabrica. Registered. (Pictorial representations of medals of award)," ten being labeled the same as the above, with the ex-

ception that the word "Rigatoni" was substituted for the words "Attupatelli Lisci," the remaining nine being labeled the same as those first above mentioned, with the exception that the word "Trenette" was substituted for the words "Attupatelli Lisci." Examination of samples showed it to be of domestic origin and therefore to be misbranded, said labels representing to the purchaser that said article of food was of Italian origin and manufacture, when in truth and in fact such was not the case, said article being of American origin.

The court ordered the labels changed.

JUDGMENT No. 851—MISBRANDING OF "MOHAWK BRAND NEUFCHATEL CREAM CHEESE."

On or about July 11, 1908, The International Milk Products Co., Cooperstown, N. Y., shipped from New York to the District of Columbia a consignment of a food product labeled: "Mohawk Brand Neufchatel Cream Cheese." Samples were analyzed and the product was found to be misbranded, in that the said article of food was represented, by the label above set forth, to be a "Neufchatel" cheese, which is the distinctive name of a foreign product of cheese not manufactured in the United States, and in that the product so shipped was not a "Neufchatel" cheese of that character, but was so falsely and fraudulently labeled with intent to mislead and deceive the purchaser, and for the purpose of representing it to be a foreign product, when in truth and in fact the article of food was manufactured locally, to wit, at the above-mentioned Cooperstown, in the State of New York.

The International Concern plead guilty and was fined \$125.

JUDGMENT No. 852—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about February 11, 1908, Jones Bros & Co., a corporation, Louisville, Ky., shipped from Kentucky into Mississippi a consignment of a food product labeled: "Jones Bros. & Co. Bluegrass Belle Pure Apple Cider Vinegar. Fermented, Louisville, Ky." Samples were analyzed and the product was found to consist wholly or in part of a solution made by the fermentation of commercial glucose and to be artificially colored.

On November 17, 1910, the defendant appeared and entered a plea of guilty to the above information, whereupon the court imposed a fine of \$25 and costs.

JUDGMENT No. 853—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about October 22, 1908, John M. Knadler and William B. Lucas, trading as Knadler & Lucas, Louisville, Ky., shipped from Kentucky into Arkansas a quantity of a food product labeled: "Knadler & Lucas Pickling Cider and Vinegar Co. Self-Made Belle of the South Vinegar. Louisville, Ky." Samples were analyzed and the product was found to be a mixture consisting wholly or in part of a dilute acetic acid and foreign material high in reducing sugars, artificially colored in imitation of cider vinegar.

Knadler & Lucas plead guilty and were fined \$25.

JUDGMENT No. 855—ADULTERATION AND MISBRANDING OF VINEGAR.

On July 27 and December 31, 1908, and May 6, 1909, the Price & Lucas Cider and Vinegar Co., a corporation, Louisville, Ky., shipped three consignments of alleged vinegar, the first and last of said

shipments being from Connecticut into Indiana, and the second shipment from Connecticut into Tennessee. The product contained in the first and last of these shipments was labeled: "Price and Lucas Cider and Vinegar Co. Old Homestead Colored, Blended Vinegar. Louisville, Ky., U. S. A."; that contained in the second shipment was labeled: "Price & Lucas Cider and Vinegar Co. Distributors Kentucky Belle Pure Apple Juice Vinegar. Serial No. 3,390. Louisville, Ky., U. S. A." Samples were analyzed, and the first of said shipments was found to be a dilute solution of acetic acid, artificially colored in imitation of cider vinegar; the second was found to be a mixture of dilute acetic acid and cider vinegar; and the third was found to be a distilled vinegar, artificially colored with caramel.

The defendants plead guilty to adulteration of the first shipment, and the court quashed the two other charges. The fine was \$25.

JUDGMENT No. 861—ADULTERATION AND MISBRANDING OF ORANGE FLAVOR.

On or about April 30, 1910, Steelman & Archer, a corporation, shipped from Pennsylvania into New Jersey a quantity of orange flavor bearing the following label: (On carton) "Steelman & Archer Brand Orange Flavoring. * * * Guaranteed, etc. * * * Manufactured by Steelman & Archer, Wholesale Druggists, Phila., Pa." (On bottle): "Orange Flavoring. Contains alcohol 48.9 per cent, pure oil orange, water and colored with turmeric. Guarantee No. 1,028. For Flavoring Blanc Mange, Custards, Ice Cream, Jellies, etc., etc., Steelman & Archer, * * * 16 So. Front St., Philadelphia." Samples were analyzed, finding that the fla-

vor was adulterated, in that a highly dilute orange flavor had been mixed therewith so as to reduce and lower its quality and strength, and in that a highly dilute orange flavoring, containing only a trace of orange oil, had been substituted wholly or in part for the genuine orange flavor.

Steelman & Archer plead guilty and were fined \$25.

JUDGMENT No. 864—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about July 26, 1910, the Union Vinegar Co., Cincinnati, Ohio, shipped from Ohio into Indiana 100 barrels of vinegar, labeled: "Orchard Brand Pure Fermented Cider Vinegar—49—June, 1910. Union Vinegar Co., Cincinnati, Ohio." Analysis of samples showed it to be an imitation of cider vinegar.

The claimants were compelled to file a bond to sell the vinegar according to law.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

Be Sure this Brand's in Stock

Keep well ahead of your orders for Dandelion Brand Butter Color. More than 90% of American buttermakers use this famous butter color, and the demand is increasing all the time.

Look over your shelves to-day. See that you have on hand a plentiful supply of

Dandelion Brand

THE BRAND WITH



Butter Color

THE GOLDEN SHADE

For over thirty years the Standard Brand of this country. Our extensive advertising is making this a year of record sales for Dandelion Brand.

Don't fail to get your share of the profits.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.

Manufacturers of Dandelion Brand Butter Color

The New York Letter

Poultry Combine Members Sentenced to Jail. Echoes from New York State Convention. The Shredded Wheat Banquet. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, August 17, 1911.

Thirteen members of the Poultry Trust, who yesterday were found guilty of conspiracy in restraint of trade, after a trial lasting 51 days, were to-day sentenced to serve three months each in jail by Judge Rosalsky, sitting in General Sessions. A fine of \$500 was also added to the jail sentence of each. The thirteen convicted men were Erving V. Dwyer and Arthur G. Dwyer, of Bayonne; Charles Westerberg, of Rosedale, N. J.; William W. Smith, of Roselle, N. J.; Charles R. Jewell, of Belmar, N. J.; James N. Morris, of No. 703 Greene avenue, Brooklyn; William H. Norris, of Sea Cliff, Long Island; Charles T. Hawk, of Newark, N. J.; Charles Thatcher, of Belmar, N. J.; Clenen Bishop, of Totenville, Staten Island; Samuel Werner, of No. 316 West Ninety-fourth street, Manhattan; Solomon Frankel, of No. 128 West 111th street, Manhattan, and Charles Werner, brother of Samuel. Those whom the jury acquitted are David A. Jewell, E. Maury Posey, Joseph Cohen and Abraham Kassel. This was the first conviction under Section 580 of the penal law, making it a misdemeanor to conspire to injure trade or commerce. The organization to which the men belonged was called the New York Live Poultry Dealers' Association. One of the members, who was too sick to go to court, has yet to be tried. Indictments were found in March, 1910, and were based upon affidavits of several poultry dealers who said they had been driven out of business by the combination.

Delegates from this city to the convention of the New York State Retail Grocers' Association held at Buffalo last week have returned, highly enthusiastic over the results of the deliberations and the splendid entertainment provided by the local members. It is believed that the discussions will prove of much value to all

who were present and will lead to improvement in various directions.

Several of the jobbing companies in the Hudson street district have been enlarging their quarters by taking over additional and adjacent buildings or leasing more room than they formerly occupied. This is taken to mean that the wholesale grocery business in this city is doing pretty well and that the croakers who have been talking of dull times and the diversion of business elsewhere must guess again.

Meat prices have been going up again and the dealers are explaining that drouth in Western States is the reason.

Delegates to the New York State convention brought back some enthusiastic reports of the banquet "at the home of Shredded Wheat" tendered the delegates to the tenth annual convention. It was held in the banquet hall on the fifth floor. The most unique surprise of the evening came after the third course, when to the quick tempo of a military march the doors of the banquet rooms were thrown open and sixty young ladies, all employees of the company, who compose the Shredded Wheat Choral Class, dressed most becomingly in pure white and wearing large bouquets of sweet peas, entered in single file and took their places on the high sloping platform which had been especially erected for them at the west end of the room. They sang several songs most delightfully. After the Heideberg song the banquet room was suddenly darkened and an immense picture of Fred. Mason, the general manager of the company, was thrown by a stereopticon on a large screen which had previously been unnoticed in the centre of the room. The picture had hardly appeared upon the screen before the delegates with one accord gave a loud call for Mr. Mason and otherwise expressed their regard and enthusi-

asm for the popular manager of the Shredded Wheat Co., who for five years was secretary of the National Association of Retail Grocers.

At the conclusion of the banquet Mr. George Suhr, of Buffalo, president of the New York State Association, arose and very feelingly expressed his regard for Mr. Mason and the Shredded Wheat Co., said how much all present had enjoyed their visit to the Shredded Wheat factory and ended by calling upon Mr. Mason for a few remarks.

Mr. Mason responded in a happy vein, assuring the delegates on behalf of President Porter, who was prevented from attending by absence from the city, himself, the other officers and all those connected with the Shredded Wheat Co., of the cordial spirit in which the entertainment had been planned and expressed his appreciation of the many evidences of regard and affection on the part of the grocers.

Mr. Traverse, the Sales Manager of the company, made himself popular with the delegates in a witty speech, which kept the banquet hall in gales of laughter.

Following Mr. Traverse came Mr. George Stadtlander, president of the New York City Association; Mr. C. S. Tuttle, general sales agent of the Shredded Wheat Co. for New York State, who previous to his connection with the company was for four years president of the New York State Retail Grocers' Association, and Mr. A. C. Monagle, secretary of the American Specialty Manufacturers' Association. All of the speeches were bright, short and to the point.

SUMMARIZED MARKET CONDITIONS.

Spot coffees are quiet and steady, with the country showing the same indifference as it has done for some time past. The conditions suggest that the market is closely controlled. There are reports of difficulties in the carrying out of a gentleman's agreement as to the sales of valorization coffee, but nothing tangible is known. Mild grades are dull.

A brisk demand for refined sugar continues and withdrawals on contracts are heavy. As a result there is some delay in ship-

ments. The refiners are not pressing for new business and will take orders at 5.75 cents only when there are no uncompleted contracts.

Teas are firm. Holders are not willing to make concessions even to get large orders and some of the brokers are complaining of the stiff ideas of holders.

The new pack of Maryland tomatoes is showing an easy tone. Packers are asking 80 to 82 cents for standard No. 3s, but brokers have been inviting bids at 77½ cents and seem confident that they can deliver the goods at that price. Buyers are not greatly interested as they have generally protected their earlier requirements and think that any changes in prices later are likely to favor them. Packers are not urgent in offering new corn and the demand is quiet. There have been some sales of futures Maine style at 75 cents factory. Buyers find it difficult to locate any lots of peas even at prices above quotations. It is said, however, that after the packers complete their deliveries on contracts there will be some surplus lots for sale.

Business in California canned fruits is restricted by the small offerings. Jobbers who failed to look after their requirements when the market opened are now finding it difficult to get just what they want. Gallon apples are easier, with more liberal offerings.

Flour is inactive, but buyers and sellers appear to be getting closer together on prices. There have been offers of \$5.25 for 5,000-barrel lots, but such offers were for grades of spring wheat patents that have been held at \$5.50. It may be that some sales of such lots will be made at \$5.40, or even \$5.35, before the end of the week.

Butter has been irregular. Toward the middle of the week there was a little more trading and the prices became fairly firm. Jobbers say that they can get plenty of specials at 27 cents, but fancy marks are working a little higher. Extras are selling at 26 cents; firsts at 23½ to 25 cents; process specials 22½ to 23 cents.

FRED. A. MCGILL.

Tomatoes are keeping about on an even keel—50 to 60 cents for fine second earlies. Cannerymen are paying 20 to 25 cents.

Just Why the Country Retailer Should Fear Parcels Post

Secretary Moon, of the American League of Associations, of Chicago, Ill., Tells What Reducing Postage on Packages Would do to the Country Store.

The members of the American League of Associations soon after its organization were led to look upon the parcels post movement as one which portends serious injury to the small towns of the United States if crystallized into law, and from that moment until now the American League of Associations has actively opposed the parcels post movement.

We believe that a parcels post would work a hardship on the villages, small towns and smaller cities of the country, because it would tend to take away the business of the retail merchants in them.

The taking away or transfer of this trade to other channels will of necessity drive employees and principals elsewhere.

And naturally of course following the trend of trade they would go to the larger cities.

With such a result capital will be withdrawn, the banks, churches and schools will be correspondingly affected, the army of commercial travelers will cease their frequent visits, the hotel-keeper and the liveryman, too, will find their business seriously affected and no doubt will be driven to the larger centres of trade; property values would therefore, following all this change, seriously decrease, and the tax rate would of necessity be increased.

With such a change we are inclined to believe that it will injure thousands and thousands of citizens who are not retail merchants, but whose welfare and prosperity is closely linked to that of the retail merchant in these towns.

It will have a tendency to drive population to the large overcrowded cities, and with this would come to the nation all the evil results which follow from a congestion of population. We believe it will have a tendency to degenerate our people.

We believe that the community is best off which has the greatest diversity of industries.

We believe that the depletion of the small town will injure rather than benefit the farmer in whose name and for whose benefit parcels post is proposed.

The nearer to these social and trade centres land is located the more valuable.

The farther away from them the less valuable the land.

The small towns and villages that dot the maps of the United States are the social centres of the farmer and his family for miles around.

It is in these little social centres that the school, the church and the lodge will be found.

It is there that the farmer's family attend church and Sunday school, the children when graduated from the grades attend the village high school. It is there the lodge, church and school entertainments are held.

These sacred influences as they exist in these small towns have developed the dignity, the mental and physical strength and the lofty moral purpose of our citizenship, all of which has tended to make this nation strong and great.

The small town is not only a social and trading centre for the farmer and his family, it is a trading ground for young men. Then the varied experiences on nearby farm, in store, shop, railroad office, lumber yard, etc., lays the foundation for a type of manhood which has no equal in any other country in the world. It is from these small towns that many of the lawyers, the physicians, the educators and the business men have come.

Deplete these towns by parcels post and the farmer as well as the citizens in these towns will be injured and the nation too will suffer because of the degenerating influences which follow.

The retail merchant has been a necessary factor in the building up of these trade centres. He represents the pioneer spirit of our commercial growth.

He has been such an important factor in making this a bigger and a better nation that surely he deserves fair treatment.

We are opposed to the parcels post because we are led to believe that the chief beneficiaries will be those who are and might become interested in a change of the present method of distribution.

In our opinion the consumer will get his goods no cheaper because the necessary expense of distribution now borne by the jobber will of necessity be borne by other shoulders.

The demand for a parcels post has grown out of the general feeling among all classes of citizens that express rates are too high.

If the Interstate Commerce Commission will act under the authority granted in the rate law

we believe that the real cause for the demand for parcels post will be removed so far as the people in general are concerned. Of course there would still remain those who advocated parcels post for selfish reasons.

There is no doubt that express rates should be adjusted, but certainly this offers no special reason for launching the country into a parcels post scheme which, to say the least, looks to be expensive and menacing.

A parcels post based on a charge less than the cost of performing the service will discriminate against the retail merchant in the small towns and in favor of the big retail mail-order houses and the large department stores of the big cities.

(Continued on page 17.)



The Every-Day Demand

Nothing is plainer than this proposition: The nearer an article approaches the point of everyday demand the greater becomes its importance as a business asset of the producer or seller.

Housewives, housekeepers, cooks—all who keep house—are learning that

JELL-O

can be used in a hundred different ways for desserts and for table jellies.

It is all so free from trouble and work that it is becoming an everyday habit. Here is a subject that vitally interests every grocer.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

The name JELL-O is on every package in big red letters.
If it isn't there, it isn't JELL-O

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Location.

Here is a news clipping of significant interest:—

A new hotel to be erected in New York at Thirty-fourth street and Broadway, to be known as the Greeley Square Hotel, has rented the ground floor to the United Drug Co. on a 21-year lease at an annual rental of \$110,000. The store will contain about 5,500 square feet, hence the rental value will average about \$20 per square foot, which is about twice the rent now paid for the highest class store on Fifth avenue.

Any store of similar location in your nearest big city would probably not bring more than \$11,000, or \$2 per foot. The best store in your town, supposing the population to be the very respectable one of 30,000, would probably be obtainable for around \$1,100, or 20 cents a foot. Yet, even considering these wide variations in figures, there is probably not the shadow of a doubt that the New York store will not only earn the most money, net, for its proprietors, but that it will earn the biggest net percentage of profit. All of which serves to indicate, in a striking if somewhat indefinable way, the value of a prominent location; for this New York drug-gist could undoubtedly have secured any number of good locations for from one-quarter to one-half the price.

The average retailer, wherever located, has long taken his location at hap-hazard and has gambled with his opportunities in a way that makes it remarkable that he has come out as well as he has done. This has largely come about through the planting of so many small settlements in this our very new country. The small town of 200, 300, 500 and up to 1,000 population contains so very few blocks and streets, and, having no street cars, is so closely built in, that one location is very nearly as good as another. Also,

in such a town it is literally true that "everybody knows everybody else," all visit and gossip together in neighborly fashion, with the result that any special virtue connected with trading at Brown's or Jones' is very quickly known everywhere. But just as soon as your town takes on any new life, wakens up; begins to expand; gets anything in the way of municipal improvements which tend to scatter the population—especially street railways—location begins to mean something, for then you begin to have trading centres, or one trading centre, in which you must locate or suffer some detriment through not being on the spot. This is the critical period. It is the time when the man who "has always been right there" and who feels that "everybody knows where he is" is very apt to get sidetracked; for this matter of selecting a location applies alike to those who are there and those who begin new. Such creatures of habit are we all that it behooves us to be watchful of changes and tendencies to change or we shall find ourselves left out of all development. Emerson said that if you do a thing well the world will find you out and make a pathway to your door; which is true. But if you have a central location there will be no need for the making of the path, nor will the world be put to the trouble of finding you out; it will turn into your place from off the well-made sidewalk, buy liberally, then go forth to spread your fame on every hand.

Our town, like Washington, D. C., was designed to grow to the Eastward; and, like Washington, it has turned around and grown the other way. In 1856 Johnson's was started on the then principal business street, or rather

streets, for the store ran through from the one to the other. Nothing could have been more central, and business was wonderfully good. The panic of '73 carried Johnson's under in '75 and another start was not made until '78, when the new location was taken a little bit further away, but still in the old neighborhood; and, the town being still under 12,000, without street cars or, of course, telephones, and thus really smaller in dozens of ways than the town of 2,000 of to-day, no great disadvantage was suffered. In 1882 we were compelled to seek larger quarters and prepared to build. By this time there was some indication of the trend toward the West, and what we now know as a magnificent corner vacancy was offered for a few hundred dollars; but, after what he thought was mature consideration, Johnson built on a corner on the old street, feeling that this would always be the business district of the town. For the next ten years the location was good, in spite of the coming of street cars which scared the horses of our former customers; but after that we suffered from the necessity of pulling our city trade out of the main lines of travel and for the last ten years of our occupancy of that store we pulled all of 60 per cent. of our trade from the extreme opposite end of town, so completely had the old district been superseded by the new. What it meant may be indicated very clearly by the statement that our business in 1882 averaged about \$60,000 and in 1900 was only \$33,000.

In 1900 we negotiated for our present location and in the spring of 1901 we moved clear across the business centre to the right side of town. The change brought magical results. In four months we were doing business at the rate of \$55,000—growing so fast that we strained our capital and credit to keep up; and "the end is not yet." But the notable thing is that, in 1910, I bought—not the corner which had been offered to us for a trifle in 1882, but—the corner opposite it, paying more than ten times as much for it as it would have brought in 1882; and I bought it with the approval of my own and other bankers who told me to snap it up as it was "a conservative purchase" at the

price asked! Yet this newest store, across the street from the one I have occupied for ten years, which I shall go into in another year, has only about half the sales-floor space of the building erected on the old side of town in 1882. How this smaller space can be more profitably utilized to produce twice the money of the old store, in 1912, I shall relate in a later article wherein I shall talk about modern fixtures and conveniences and the true value thereof.

Some curious misapprehensions exist about location. One is the idea that central locations tend to run you up against active competition. The average grocer thinks that if he can locate where there are no stores he will have things his own way. That reasoning would take him out to the country cross roads, and there would be no city stores at all! The truth is that if you want to do business, you must go where business already is. If you travel to Denver, Chicago, New Orleans, San Francisco or New York, you will find merchants doing the same kind of business congregated closely into districts—all flourishing. This is because the people go there—and it is the people that do business. The grocers and all others have prospered along with me in my present location. We have all helped each other and there has been more than enough to go round. Other factors help us; but a central location is just about the primary consideration in any line of business; and it is our duty to ourselves, a duty we owe to our success, that we take time enough to know what we are about in this connection, if we are beginning, and to be ready to promptly "move on" if already doing business in a location which is, or is becoming, passe.

Even with all foresight and the exercise of our best judgment we make curious mistakes. Where my store now stands there had been a popular little cigar and tobacco shop. We had never handled cigars to speak of, certainly nothing high-grade, but I felt that a nice stock of good cigars properly kept and intelligently displayed would pay. We kept that stock two years and then sold it out, replacing it with an enlarged candy department—for

buyers are women. On the other hand, Jevne, of Chicago, moved into a new store several years ago. He went from a place where he had been for upwards of forty years and where he had a cigar trade. He figured that he would lose half that trade in the new store, thinking that almost his entire personal customers would be women. He has been pleasantly surprised to find that over 60 per cent. of those who personally enter his new store are men; and those men buy more than six times the cigars he formerly sold. The department has become so profitable that it pays its entire rent.

Written for the "Grocery World and General Merchant."

You Feel Well, Your Business Will Also.

What if You Are Run Down, Your Store Almost Certainly Will Join You. Some Reflections on the Subject from a Trade Philosopher.

I wish to say a word upon a subject neglected by grocers—keeping in good physical condition. "There is no investment that pays such big dividends as keeping one's physical condition up to the standard. Upon this hangs all our success and happiness," says Orison Marden. Health gives courage, self-respect, self-confidence." No grocer should go to his store when on account of ill-health he feels like killing canary birds or kicking the crutches from under a lame child. When in such a mood he would make money by bribing his wife with a new dress to let him stay at home.

How can this valuable asset be attained and maintained?

The best way to cure a sick man is to keep him well. And the best way to keep a man well is to teach him the limit of his physical and nervous capacity and keep him from overtaxing it. The first step in mind cure is to cure men of their ignorance. The grocer should always be suspicious of the loss of any business energy or trade magnetism in himself for physical reasons, because it is contagious and spreads rapidly among the clerks.

As a matter of business, let him think every morning as he goes to his store that "my work is important and therefore I can't lose my temper, my self-control, get in

a hurry or break into my business system, because there is a rush."

Let him resolve to take regular meal hours and full time for his meals and a short rest after meals even if he has to employ more help to do so.

Then try to see your business from the outside and see what a big fool the old folks think you are. "Sit on the fence and see yourself go by." So much is said and so many theories advanced by the health cults in our magazines that it is not necessary to go into detail. I write only to impress upon your mind that health is a valuable financial asset in any business, especially the grocery business.

Perhaps the following illustration will demonstrate my point:

Sixteen years ago a college man and a kid just out of school, who could not count interest, were clerking together. The kid had a good disposition, but like most people with a good disposition was slow and lazy. The college man was ambitious, nervous, energetic and industrious. The kid is still on to the job, the college man is down and out on account of physical inability. Wasn't the kid the smartest fellow?

J. E. WITHERSPOON.

Sacramento, Cal.,

August 11, 1911.

General Store Failures More, Grocery Failures Less.

Official July Report Again Shows that Disasters in the Two Lines Are Pulling Apart.

The official report of failures for July in the line of grocery and general stores again shows a contradictory condition, failures in general stores showing an increase and those in grocery stores showing a decrease. The figures are as follows:—

General Stores—July, 1911, 123; liabilities, \$1,058,152; July, 1910, 83; liabilities, \$554,423.

Grocery Stores—July, 1911, 192; liabilities, \$684,235; July, 1910, 216; liabilities, \$632,560.

White potatoes are weaker. The Western demand has fallen off and the current stocks are being sold here. The present range is 50 to 60 cents instead of 75 to 80 cents. Prices will probably go even a little lower.

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

Flies Fear Electric Fans

The Philadelphia Record of July 25th says:—

"Practically the only thing a fly is afraid of is an Electric Fan. An Electric Fan will keep flies off from windows, showcases, candy and food stuff exposed for sale, or from vegetables, if allowed to play over the place or wares to be protected. More than one merchant has found the Electric Fan invaluable to keep flies out of the store. By placing a fan near the main entrance, so that the air current flows toward the doorway, very few flies will enter. Flies take little comfort in a room where an Electric Fan is in operation.

"Aside from keeping the rooms cool and sweet, the Electric Fan is very valuable to drive away flies. This deadliest of all household pests likes stagnant air, hot and stuffy rooms and is not found at all where the air is pure, clean and vigorously stirring."

**The Philadelphia
Electric Company**
TENTH AND CHESTNUT STS.

These trade-mark crisscross lines on every package
**SPECIAL DIETETIC
FOOD** Flour for cases of
KIDNEY AND LIVER TROUBLES
REQUIRING RATHER STRICT DIET
Unlike other goods. Ask physicians. For book
or sample, write
FARWELL & RHINES, Watertown, N. Y., U. S. A.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

Stop One Leak With This Advertisement

The leak of paying too much for your **Coffee**. In other words, buying through salesmen—and paying their salaries—when you could buy direct of us by mail at a lower price.

If you don't believe you can save money this way, send us some samples to match.

If you don't think you can buy as safely by mail, try it just once.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
89 FRONT STREET, NEW YORK

ESTABLISHED 1897



CXVI.—A New Way of Collecting Claims from Debtors Who Have Nothing But Their Salaries.

It has occurred to me to say something about a method I have occasionally found successful, of collecting claims which otherwise would have been uncollectible, i. e., claims against debtors who have a salary but nothing else. I have found the plan to succeed in a remarkable percentage of cases.

All business men will agree that the greater part of their credit trouble is with debtors who are regularly receiving a good salary—sometimes a very large salary—and are amply able to pay every obligation they undertake. Because the law of most States does not permit the attachment of wages, debtors of this class are practically exempt from the payment of their debts unless they pay them of their own free will. If some practical way can be devised of bringing such people to time, the greatest bug-a-boo of the credit business would disappear. For debtors with real or personal property can be made to pay their debts, and those without either, and without a salary or some kind of an income, will hardly be given credit, so it is obvious that the main cause of trouble is salaried debtors who appear prosperous and worthy of credit, but who are wholly execution proof under the ordinary forms of the law.

The plan I use whenever the occasion allows is to assign the claim to the employer of the debtor. Obviously he is the only person who really has a hold upon him. Each week or each month the employer is sure to have in his hands a sum of money due his employee and he can deduct from this such claims as he has legal authority to deduct. The object of the assignment is to give him the necessary legal authority.

For instance, not long ago a client brought to me a claim of

\$55 against a man who was employed by a local wholesale dealer at a salary of about \$200 per month. The credit had been given in the beginning because the fellow showed all the signs of prosperity and because my client knew of his employment with a responsible house at a substantial salary.

Everything had been done to collect the claim without result. The debtor ignored the whole proceeding, probably being advised that nothing could be done. In a few States it would have been possible to attach his salary, but not so in Pennsylvania. Where attachment proceedings are possible, the plan I am describing will of course not be necessary.

My client was willing to take practically anything for his claim, as he figured that even \$10 for it would be like finding money. I therefore called on the debtor's employer and found him a canny German willing to make money honestly in any way he could. I offered to assign to him for \$35 the claim against his head bookkeeper, and after some explanation and argument he accepted. My client executed a little assignment and got a check for his \$35. It is not exaggeration to say that this money was really money found, since there was no possible way in which one cent of it could have been collected otherwise.

Now the position of the debtor's employer, when he had the assignment, was this: On the first of the next month, when salaries were paid, he would owe this particular employee say \$200 for current salary, and the employee would owe him \$55. That is, the employer would have against the employee a perfectly good and valid claim, which he could enforce, of \$55; for which reason he

could legally deduct that sum from the \$200 and pay the bookkeeper the balance. The fact that the employer had paid but \$35 for the claim would have no bearing on the case.

This is a fair type of a number of transactions I have conducted along this line. I have not found all employers willing to engage in them, but I have found a larger percentage than I expected to, and their motive has invariably been one of two: First, they have not been averse to making such money for themselves as the plan enabled them to make—in the case cited above, the employer made \$19—and second, they have sometimes taken assignments of claims and even, in some cases, paid their face value, because of the moral effect it was likely to have upon the employee. Teach a man that he can be made to pay his debts and he will pay them if he can. If he actually cannot pay them and can show that, the average creditor would not take extreme measures against him.

One good feature of the plan is that there is no way in which the debtor can question it. It is perfectly legal for A to assign to C a claim which A has against B, and for C, after he takes the assignment, to set off the assigned claim against a debt which he owes to B. More than this, no man is likely to question the matter with his own employer. The only way he can prevent such things from happening is to resign his position or pay his debts.

The following form of assignment is sufficient in such cases:—

Know all men by these presents that I, John Jones, of the city of Erie, in the County of Erie, and State of Pennsylvania, in consideration of the sum of paid to me by William Smith, of the same place, the receipt of which is hereby acknowledged, have bargained, sold, assigned and transferred to the said William Smith,

all that debt or claim in the sum of which is now due and owing to me by James Burns, of the same place, for certain goods sold and delivered (or "services rendered," or "work and labor done") to the said James Burns, in quantities and on terms set forth in the copy of said account attached hereto, all my right, title, interest, claim and demand of, in and to the said debt or sum of to hold to the said William Smith, his executors, administrators and assigns, from henceforth, to his own proper use, benefit and behoof, forever.

In Witness Whereof, I have hereunto set my hand and seal, this day of A. D. 1911.

.....[SEAL.]

There is this to be said about the operation of this plan, however—the claim assigned must be a bona fide claim to which there is no defense. If the debtor has a defense, he can make it against his employer just as he could against his original creditor, and this will mean all sorts of trouble and the failure of the plan. But undefendable claims can invariably be collected, either in full, or on some sort of settlement, if the debtor's employer can be persuaded to help. I have encountered a number of employers who seemed sincerely willing to aid in any method of compelling their employees to pay their debts which would not involve them in large additional bookkeeping, or compel them to do something unauthorized or illegal. The plan I suggest here has won the favor of a considerable number of employers in this class.

(Copyright, August, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

California lemons are ruling at an average of \$3 per crate, which is a fair average price. Imported lemons are as low as \$1.50 to \$4, which is \$1 lower than the price of a few days ago.

WHY THE COUNTRY RETAILER SHOULD FEAR PARCELS POST.

(Continued from page 13.)

We would therefore look upon parcels post law of this sort as manifestly unfair to the retail merchants of the country and to wholesalers as well.

A cost charge would not, however, eliminate the great fundamental objections to parcels post. A step in the wrong direction. We believe that the true policy of government is fully realized where it aids and protects equal opportunity everywhere. It should be regarded as a step in the wrong direction where a government of free men blocks or hinders the pathway of individual endeavor.

We believe that parcels post have a tendency to limit the freedom of the individual.

We are led to believe that a parcels post law will lead to an enormous outlay for equipment, terminal facilities, etc., and for increased space in all post-office buildings.

It would of necessity require an increased and ever increasing

horde of government employees.

All without compensating results.

We are opposed to a local rural parcels post because it must be regarded as the "entering wedge" for a general parcels post.

It would still further effect the prosperity of the retail merchants of the country.

E. B. Moon,
Executive Secretary American
League of Associations.
Chicago, Ill., August 16, 1911.

Food Crops Look Bad.

Heavy Drought in Most Sections Curtails Most Crop Prospects. General Average is 14.6 Per Cent. Below Normal. Prices of Most Vegetables Are Above Normal on This Account.

A severe drought over a wide area of the United States is the principal cause of unusually low crop conditions on August 1st. The combined condition of all crops on August 1st was 14.6 per cent. below average, whereas on July 1st conditions were 10.7 per cent. below and on June 1st, 2.8 per cent. below the average condition.

A comparison of the condition of various crops on August 1st (or at time of harvest) with their average growing condition on August 1st of recent years (past ten years for most crops) is shown as follows (100 representing average condition and not normal):—

Lemons, 104.2; apples, 101.7; oranges, 100.2; rice, 100.0; sugar beets, 99.7; sugar cane, 99.0; grapes, 98.0; watermelons, 96.4; cantaloupes, 95.6; pears, 95.5; peanuts, 94.1; beans, dry, 92.8;

buckwheat, 91.0; raspberries, 91.0. Sweet potatoes 89.8; lima beans, 88.1; kafir corn, 86.9; corn, 85.7; tomatoes, 85.3; sorghum, 84.6; blackberries, 83.5; onions, 83.0; broom corn, 81.7; oats, 79.9; peaches, 78.6; hay, 78.6; barley, 77.8; cabbage, 77.6; potatoes, 73.5; spring wheat 72.7.

The above figures of growing conditions do not take into account the influence of changed acreages. Taking into account both acreage and condition, indications are that the wheat crop



SKIPPER SARDINES A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



Weigh on Any Scales

¶ If you are considering the question of baking powder profit, contrast the margin on Rumford Powders with the profit other baking powders pay. You will find it is much better than such a high grade powder usually pays; the large profits usually come from cheap, poor powders.

¶ Rumford Baking Powders not only pay an unusual profit, but they are unusual powders, because they contain only ingredients that have a food value—phosphate, cornstarch and baking soda.

¶ As leaveners, Rumford Powders are quick, sure, uniform. Test them from any standpoint, you will find them the powders which both you and your customers should prefer to all others.

RUMFORD CHEMICAL WORKS, Providence, R. I.



EAGLE BRAND CONDENSED MILK



BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



will be 4.1 per cent. less than the average annual production of the past five years, corn 7.0 per cent. less, oats 12.3 per cent. less, barley 16.2 per cent. less, buckwheat 8.8 per cent. less, potatoes 21.9 per cent. less, tobacco 25.5 per cent. less, flax 2.3 per cent. less, rice 7.5 per cent. more and hay 22.8 per cent. less than the average production of the past five years.

Prices paid to farmers in the United States on August 1st, compared with August 1st last year, for potatoes averaged 109.6 per cent. higher, hay 29.9 per cent. higher, barley 26.7 per cent. higher, buckwheat 1.6 per cent. higher; rye 1.5 per cent. higher, corn 2.1 per cent. lower, oats 3.6 per cent. lower, chickens 8.2 per cent. lower, butter 8.8 per cent. lower, eggs 11.9 per cent. lower, wheat 16.4 per cent. lower; average for all products above named 2.9 per cent. lower.

Similarly prices on July 15, 1911, compared with same date last year for sweet potatoes averaged 40.7 per cent. higher, clover seed 29.7 per cent. higher, cabbages 29.1 per cent. higher, apples 23.4 per cent. higher, onions 16.2 per cent. higher, honey 4.6 per cent. higher, beans 4.7 per cent. lower.

Pennsylvania News Items.

The cheaper grades of candies, the goods generally sold at "a penny apiece," show an almost clean bill of health as a result of the analyses and tests made by chemists of the State Dairy and Food Division. Under direction of Commissioner James Foust 253 samples were taken in sixty cities and boroughs in April and May. Neighborhoods of schools and factories were visited by the agents and candies of all sorts and varieties and under all sorts of names were taken. These samples were placed in the hands of Charles La Wall, one of the division chemists. Only four of the samples showed the presence of prohibited substances and three of them had talc coatings.

Lima beans have taken a heavy slump, due to the fact that more are coming into the market. At this writing the average price is \$1.50, as against \$3.25 only a week ago.

THE STROLLER'S COLUMN



They're the Slickest Salesmen Alive.

Say, it beats all how these fellows will fall for the fake collection agencies, don't it?

I meet some of 'em every week. They sure have the slick salesmen. If I could sell real goods like they sell promises I could work a year and spend the rest of my life in a hammock.

The collection agency road man goes into a grocer and puts over a line of talk something like this:—

"Have you much money on your books, Mr. Easy?"

You can bet there's always some, if a man's doing a credit business.

"Well, wouldn't you like to have that money, Mr. Easy? Couldn't you use it in your business?"

Answer, yes, I would like to have it and I could use it in my business.

But a lot of times the grocer'll laugh when he gets that question. He remembers the choice bunch of dead beats on his ledger and the way he's moved heaven and earth to squeeze blood out of stones, so he laughs when this stranger who don't know anything about it comes along and offers to do a miracle.

If he'd only keep on laughing maybe he wouldn't fall.

"Well, we can get you that money, Mr. Easy, or the biggest part of it, anyway."

Now if "Mr. Easy" don't happen to be the grocer's name, maybe he'll come back like this:

"You can't possibly do anything that I haven't done. There isn't a trick in your bag that I haven't used."

The agency man has that thrown at him a good bit, and he has the loveliest little talk framed up to meet it you ever heard. And it's sure wonderful how many suckers it gets.

Why I was talking only the

other day with a general storekeeper that had just signed up with one of the agencies—down in Boston, I think it was. He was tickled all to death, to think he'd got hold of somebody that could get in his bad money.

"How much you got out, anyway?" I asked him.

"Why, I've got over a thousand dollars!" he said, "and I need it—need it bad."

"Well I guess you've got it the way you need it all right—*bad*," I said. "Is any of it worth anything?"

"I haven't been able to get any of it," he said, "and I've done everything. A lot of it I gave to a lawyer about a year ago. He got a little of it, but not much. No use suing it out, for these people haven't got anything. They got back during the strike."

"If you've already done everything, and the people have nothing you can get at, how in thunder can a collection agency way down in Boston get at 'em?" I demanded.

"Oh, they'll get it!" he said, still under the spell (gee, I wish I could hypnotize people that way!) "They work schemes that get the money."

"You bet your neck they do!" I said. "They've just worked one that got yours. If the others are as good they'll clean your books up all right."

"Oh, they didn't get much from me," he said.

"How much, if it's a fair question?" I asked.

"Only \$15," he said, "and a little change for stamps."

"How much change for stamps?"

"\$2.40," he said. "I gave them 120 claims, and of course I have to pay the postage."

"Of course you do!" I said, "that's a part of the game."

"And under the contract I don't pay a cent more unless they collect something," he said.

"Why did you pay 'em *anything* until they collected something?" I said.

"Why," he said, "that's the membership fee."

"Sure it was," I said, "membership fee in the great Society of Stung Suckers. You might just as well have given your fifteen bones to me—I'd have sung you a song or made some wise remarks for it anyway. Let's see the contract."

He showed me a long paper with about a yard of stuff on it printed in the smallest type that's made, so nobody'll read it.

"Did you read all this?" I asked.

"He told me what was in it," he said.

"Oh, you poor old easy chump!" I said. "I didn't think it of you give you my word I didn't."

"I feel all right about it," he said indignantly, "why should you work yourself up?"

"That's right, why should I?" I said. "There's no reason why I should. But I hate to see a friend of mine robbed. Those people will never get you any of your bad money. They may get a little—every new hand that takes up a string of bad debts will get a little the others couldn't reach, but they can't do any more than anybody else and they can't do as much as you can right here where the claims are. Boston!

It's sure a big cinch going to Boston and trying to collect money in Maryland! Still they collected your \$15, didn't they? I'll tell you what I'll do," I went on, "I'll bet you a dollar to a cent they never collect \$5 for you!"

He took it, of course—he had to. Good bit of money for both of us to risk, but I didn't risk any, I've got his dollar spent.

THE STROLLER.

Three Days to Consideration of Vital Trade Problems. Crow and Howes Re-elected President and Secretary. Co-operative Insurance Discussed. West Virginia Association Man Tells of Great Things Accomplished in Wheeling. Stenographic Report of Convention Proceedings.

Tuesday Morning, August 8, 1911.

Now, I want to say to you sincerely that I don't personally lay any claim to that credit. He hinted as to the real reasons for succeeding and bringing about these results. He told you of some organizations that came to our rescue and assisted us. I want to say to you now that the "All Merchants' Association of this city" has given us of vast help to us in bringing about the results that we have at the present time, and I am sure that they will stand by the city in the future, as they have in the past.

I mean that you who are engaged as distributors are more familiar with your own needs than those who have no practical experience in your calling. If you need State-wide legislation to correct any wrongs or abuses which may exist and which work a hardship on the retailer, your remedy is in proper legislation, and if you need local legislation to correct any abuses, a committee of your local body, who know your needs, should prepare such ordinances embodying your needs and present the same to your local lawmakers to be enacted into law.

Mr. Harpel.—I think Mr. Malloy, of Wil
Hamport, can make the response.

In behalf of the Retail Merchants' Association of Pennsylvania here assembled and their representatives, I wish to thank in their behalf his Honor, the judge, for the many nice things which he has said about our organization and about the delegates here who represent the different associations throughout the State. I wish to thank on behalf of our friend, Cilley, the Mayor, for the hearty welcome he has given to us representatives. He said to me when I met him a few moments ago that he has stowed the keys of the city very carefully away and he hoped he would forget where they were until we left the city. (Laughter.) For all this I wish to assure his Honor, the Mayor, for all the kindnesses, privileges, etc., that he has granted us, knowing the character of the delegates as well as we do, I wish to assure him that there is not a particle of confidence that he has placed in us that will be abused during our stay here in

their beautiful city of Lebanon. I wish to remind the judge and the Mayor of that. Before the judge gets away I want to tell him an Irish story. There was a man being tried for murder in a certain county of the State, and the evidence against the man was so very strong the chances were he would be convicted. The defense was nothing. The evidence was so clear that it could show nothing to any intelligent man but murder in the first degree. The evidence of the State was heard and also the evidence of the defendant, and the prosecution had made its final plea, the judge charged the jury, the jury filed out to deliberate on a verdict. The lawyer for the defense knew that there could be no other verdict than murder in the first degree. As a last chance he spied an Irishman in the jury box, a good, solid fellow, a fellow he knew he could depend on, and as the jury filed out he went very close to the door. This Irishman happened to be the last in the single file going out, so the defendant's attorney whispered: "Mike, if you bring in a verdict of manslaughter, or murder of the second degree, there is \$2,000 in it for you." Then they went out to deliberate. That was in the afternoon. They were out all afternoon, they were out all night, and until 10 o'clock the next morning, when they filed into their places. There wasn't a man of the jury but who had his clothes almost entirely torn off. The faces of all of them showed they had been through a battle like Bull Run. There wasn't a square inch on any face that wasn't cut and bruised. They rendered a verdict of manslaughter. It was read by the clerk and the jury discharged. After they had been sometime discharged the lawyer hunted up the Irishman, finally getting him alone, and he said: "My heavens! What in the name of goodness happened in that jury room?" "Happened?" he said, "you never saw such a riot in your life." The lawyer said, "It must have been awful." "Awful!" Mike said, "you might know what I was up against when on the first ballot there were eleven for acquittal." (Laughter.)

The Retail Merchants of Pennsylvania found they were being abused some years ago, so much so that they found it was necessary to organize. They traveled a road that was very hard and rugged, with one or two organizations. The Legislature was making them pay additional taxes every year. They got together and they organized with three, four or five organizations at first, and finally there grew the present organization. There is growing up among the delegates that attend the conventions a fraternity that is very dear to all of us. They stand for honesty and purity in everything, especially in politics, fair dealing with all. They haven't been so successful in handling politics in Pennsylvania. A number of us from time to time were assigned the duty of looking after legislation that we were opposed to and looking after legislation that would be beneficial to us, but when it came through those bosses at Harrisburg, we found that it would go still further. It had got to the point where one or two men in Pennsylvania can say, "you can have it or you can't have it." Even after the two Houses would have passed a bill, that would be the case. In speaking of the repeal of the State mercantile tax, a tax which we considered an imposition upon the people of Pennsylvania, a tax that had been created, from the knowledge we had received at that time, to hurt a certain merchant in Pennsylvania, this was accomplished through the efforts of the members of the association, largely through our friends from Philadelphia. They succeeded in having it reduced one half, and we are paying that now. I always give the Pennsylvania organization great credit for their efforts, their personal efforts and sacrifices. They were on the run from Philadelphia to Harrisburg throughout the session, nearly all of them at their own expense, as your officers had for years gone by, until the organization became so large that now lately they have been paying some of us, especially the secretary. (Laughter.) It happened to be on the committee. It was my duty to see Speaker Walton, who was a member of the House at that time. We got our bill around him nicely, we got it in the General Committee, and we were before the committee. The committee seemed favorable to have it out, but we thought it best to go to see Speaker Walton. He had at that time a great deal to say as to what bills would come out and what bills wouldn't come out, and they had a private mark of their own. If they put that mark on your bill does not come out, and if they put another mark on, that bill would come out. We didn't know all those marks or signs, of course, and in talking to him about the bill we were so anxious for, he said, "Malloy, that bill is dead and buried." "Dead and buried!" I really don't understand you, Speaker." "Well," he said, "perhaps you are not familiar with the terms we use here on bills, but," he said, "any bill we don't want is placed with some committee; that committee kills it. Now, when a bill is killed we must have a burying ground for it, and all bills we mark so, so yours is dead and buried." That is all the satisfaction we got.

There are about 8,000 merchants in Pennsylvania, and if you would contribute about \$5 apiece you make a fund of \$40,000, and we can get that bill for you. This is a bad state of affairs, but things

are getting better. The time is coming when the merchants of Pennsylvania can transfer politics from the saloons over to the corner grocery, and then you will get something. (Applause.)

Is Brother Rittenhouse, of Scranton, here? No, he couldn't be here, things are so peaceful. It reminds me of an Irishman named Casey in New York. As he went through life his physical condition was such he could lick the ordinary two or three men. Wherever Casey was there was a fight. In the last years of his life he got to be a political power in New York. He was a contractor and lived up on Madison avenue in a mansion. When he got old he became quite sick. The doctors commenced to post bulletins in front of his house. The first bulletin was, "Casey spent an easy night." The next bulletin read, "Casey shows no sign of improvement." Then along in the afternoon, "Casey is sinking rapidly." About 5 o'clock in the afternoon the bulletin said, "Casey is dead and gone to heaven." A friend and chum that had been with Casey all his life came along and read that at last Casey was dead and had gone to heaven, so he got out a piece of chalk and wrote, "Things are very peaceful and quiet in heaven; Casey hasn't arrived yet." So it is with Rlt.; he hasn't arrived yet. (Laughter.)

I could go on and enumerate the many benefits that are being derived from being organized, getting information through the combined ideas of men, doing away with the illegitimate advertisers, attending to your own insurance and saving a large premium through it, etc., but I don't wish to take up your time, as there is a volume of business to be done, but I want to say from the bottom of my heart, I thank you. (Prolonged applause.)

Mr. Harpel.—The next on the programme is a response on behalf of the Retail Merchants of Pennsylvania, Mr. R. T. Holme, of Frankford, Philadelphia.

RESPONSE ON BEHALF OF THE RETAIL MERCHANTS OF PENNSYLVANIA, R. T. HOLME, FRANKFORD, PHILADELPHIA, PA.

Mr. Holme.—Mr. Chairman, ladies and gentlemen of the Lebanon Business Men's Association, I certainly am more than pleased to be in Lebanon. I knew very little about it until I got here this morning, but now it reminds me of a story I heard of a Methodist preacher who formerly served a church here, and when he went to other places would always say, when they had an extra good meeting, "Well, this is the best meeting we enjoyed since I was in Lebanon," and he went on and told that story so often that one night when they had an experience meeting, an old lady got up and said, "I have been trying to lead a good life and I hope to go to heaven, but sometimes I feel as though I would fail. But," she said, "I pray the Lord that if I don't go to heaven, I may get as far as Lebanon." (Applause.)

It certainly did my heart good to see an Irishman here drinking water and talking so much about water works. (Laughter.) The authorities upon whom devolved the choosing of orators for this very felicitous occasion, selected me with a full knowledge that I was utterly unable to make an extended address, but they hoped that I might be able to burst out in song. I feel, of course, embarrassed to follow these great speakers. I am a plain, blunt man, who loves my friends, and I have been especially indignant to think that P. M. Malloy would be allowed to speak in the morning. (Laughter.)

I have frequently noticed that the greatest applause a man receives is when he has finished his speech, and it is sometimes quite a problem to know whether the applause is for what he said or because he quit. There was a grocer one time who had been in business quite a number of years and finally retired, and he went to an artist and asked him if he wouldn't paint a picture of him so that he could hang it up on his wall and it would remind him of his past commercial career. The artist painted for him Daniel in the lion's den, and so when his friends would call on him he would take great pleasure in explaining that picture to them. He would say to them, "Now, you notice in the centre is the prophet Daniel and all about him are the lions, so it was in the grocery business, considerable more lying than there was profit." (Laughter.)

And so the committee thought when they were selecting me. They knew I couldn't make an extended address and they felt that frequently in these long speeches there is considerable more lying than there is profit.

We have the very pleasant duty this morning to express our gratification for the hearty welcome that we have received from the business men of the town. If you lived in Philadelphia they would be called the comprehensive plans, and it would be necessary for you to comprehend the comprehensiveness of the comprehensive plans. I apprehend you would fall to comprehend the comprehensiveness of our comprehensive Mayor or his plans. In fact, your plans for our entertainment and comfort appear to be just about as perfect as that man of whom the following story is told: He lived down South; he had a consuming and devouring ambition to become a member of the State Legislature, and you know down there if you are not a Democrat you have very little chance of any political preferment,

so he tried fifteen times to get the nomination on the Democratic ticket and he utterly failed, and as he failed of his only ambition in life the only thing left for him to do was for him to commit suicide, and as soon as he had determined to commit suicide he determined to do the thing up right, so he went to the country store and bought a piece of rope, and he bought a revolver and ammunition, he bought a dose of poison, a pint of kerosene and he bought a box of matches. Then he went down to the river side, got into a boat, pulled along the shore until he came to a tree with an overhanging branch, stood up in the boat, first saturating his clothing with kerosene, then he tied the rope around the limb of the tree and around his neck, swallowed the poison, set fire to his clothes, pushed the boat from under him and fired. The arrangements appeared to be very complete, but it so happened that the bullet, instead of striking his head, struck the rope, that let him down into the water, and that put out fire; he got so much water in his mouth that he vomited the poison, and he climbed up on the bank and ran for the Legislature on the reform ticket and was triumphantly elected. (Laughter and applause.)

There may possibly be some little slip-ups in your arrangements for our entertainment, but we certainly wish to express our appreciation for the efforts you have made to do the thing up right. In Deut. 3:25, we find the following words: "I pray thee let me go over and see the good land that is beyond Jordan"—that goodly mountain of Lebanon. And so we have come here at the request of the various associations (and at their expense, of course) to take part in these festivities and express our appreciation for all you have done and intend to do for our comfort and entertainment during our brief sojourn among you. Benjamin Franklin had a theory that if you want to make a man your friend, let him do something for you, and if that source is correct, we should certainly have a host of friends in dear old Lebanon.

A certain professor who spent his vacation at a farm house, when the vacation season rolled around was asked whether he wouldn't come to spend the vacation there again. He sent a letter to the farmer, in which he said: "My dear Mr. Simpkins, I don't intend to spend my vacation with you this year for several reasons, among which I might say, first, that we don't like your servant girl, Mary; secondly, the hog pen is entirely too close to the house from a sanitary point of view." Mr. Simpkins sent a reply back to the professor, in which he said: "My dear professor, Mary has went and we haven't had a hog on the place since you were here last summer." (Laughter.)

Now, we sincerely hope and trust that the members of Lebanon will have no occasion to write such a letter as that after we make our departure, but that our coming together may be mutually beneficial and of lasting good to all concerned. (Applause.)

Mr. Harpel.—Before turning over the convention to the State President, Mr. Wilmer Crow, of Harrisburg, I want to make a few remarks in regard to the badge you are wearing. The badge is entirely new from what you have had before. Everything on the badge means something. For instance, the color is gray, iron color, typical of our industries. Lebanon is essentially a town of iron industries. Five miles out from Lebanon lies the largest deposit of iron ore in the State of Pennsylvania, one of the largest in the United States. You will notice that the top bar is a cross bolt and nut. That is typical of our largest industry. The American Iron and Steel Manufacturing Co. is the second largest producer of that product in the United States, if not in the world. The color of the ribbon is true blue, printed in silver—silver lining through all clouds, and on the bottom is the official button of the city of Lebanon. Last of all, the badge is a solid casting and substantial, typical of the people of Lebanon County.

I will now turn over the convention to the State President, Mr. Crow. (Applause.)

President Crow.—In assuming charge of the convention I cannot but express my hearty appreciation for myself, as well as for the delegates, for the very hearty words of welcome that have been extended to us here this morning, both by the executive of the city and by the judge of the courts, and I am sure that these addresses of welcome have had in them the ring of sincerity and I am sure that the reception which we shall receive during the time we shall be here will be borne out in every respect with the sentiments expressed by them.

Mr. Malloy in his address referred to the efforts made by the representatives from Lebanon at the previous conventions, Mr. Cilley and Mr. Burke, and I am sure that I can't but reiterate what Mr. Malloy said along those lines. These two gentlemen have been most earnest in their advocacy of Lebanon, and they have never allowed an opportunity to go by to say something for Lebanon. They have been industrious and never discouraged and constantly on the alert, so that their efforts to secure the convention at Lebanon were at last rewarded, and I am sure that more than anything else it was due to the efforts of these two gentlemen.

So far as Lebanon is concerned, it is known throughout the State as a beau-

tiful place and a beautiful valley. I heard a great many expressions of appreciation of the delegates from all over the State since they have been here, who had never before seen the Lebanon Valley. I have heard them express themselves as to its beauties like the Queen of Sheba when she came to King Solomon after she had witnessed the beauties of his court and the grandeur of everything. She said, "Behold, the half has not been told me!" I think some of the delegates who have never been in Lebanon before feel that way about it.

Now, gentlemen, it is getting late, and I ought not to take up your time with any extended remarks and I am not going to do so. We are here for business. We are business men. We are representing our various associations. We have in view a purpose, and I trust that every moment's time during this convention will be profitably occupied, and it depends upon us entirely whether that shall be true or not. So far as the president is concerned, it is his desire that this shall be one of the best conventions and one of the most profitable that we have ever held, and that will not rest entirely upon any means with the president, but with each individual delegate. We are here with various interests and we ought to be given an opportunity to be heard, and it is our purpose to give every delegate the fairest possible opportunity. We want everybody to feel that this is their convention, that whatever subject shall interest them shall be heard, and we shall give them an opportunity to be heard. That shall be our aim and purpose, and I earnestly ask your hearty co-operation along that line.

I will ask the secretary to read the call for the convention.

CONVENTION CALL.

In response to the request of the president, Secretary Howes read the convention call, after which the following committees were appointed:—

CREDENTIAL COMMITTEE.

T. J. Burke, Lebanon, chairman; J. W. Glills, Easton; Harry E. Blank, Greenburg.

PRESS COMMITTEE.

Charles S. Austin, Wilkes-Barre, chairman; E. O. Spotts, Tarentum; J. F. Carran, Frankford.

At this point a recess was taken until 2 o'clock P. M.

SECOND SESSION.

Thursday Afternoon, August 8, 1911.

The convention reassembled at 2 o'clock P. M., President Crow in the chair.

President Crow.—Mr. Harpel has some announcements he wants to make.

Mr. Harpel.—The local Entertainment Committee wants to see all the delegates and their lady friends at the Hotel W. mar not later than 6.30. We will have some automobiles to take you around to different parts of Lebanon County to show you some of the rich farming country there is in this section. To-morrow afternoon at 1.30 there will be a special run for ladies only. This will be in charge of some lady of the local association, who will go out with the ladies and point out the points of interest. That run will be longer than the one this evening. Thursday afternoon we are going to show you a real Dutch picnic. (Applause.)

President Crow.—The next in order is communications. Has the secretary any communications?

Secretary Howes.—I have a letter from Mr. E. J. Spangler, of Pittsburgh, sending his best wishes. Also one from Mr. Hummell, of Pottsville, communicating the death of Mr. Rich, who you will remember, at Pottsville. He wasn't with us at Butler on account of sickness. This communication ought to be referred to the Resolutions Committee, when appointed, in order that suitable resolutions may be framed. A motion ought to be made that way.

Mr. Schutte, Erie.—I move that this communication be referred to the Resolutions Committee.

Seconded and carried.

President Crow.—Are there any communications to report at this time? The Credentials Committee isn't quite ready to report, I understand. The next is the appointment of the Resolutions and Auditing Committees. The chair would like to be indulged until that committee can be appointed.

The next is an address "The Relation of the Employer to the Employee," by D. P. Jerauld, president Harrisburg Merchants' Association.

I take great pleasure in introducing Mr. Jerauld, and I want to say to you that he is a live wire in association work. (Applause.)

ADDRESS, "THE RELATION OF THE EMPLOYER TO THE EMPLOYEE," D. P. JERAULD, PRESIDENT HARRISBURG MERCHANTS' ASSOCIATION.

Mr. Jerauld.—I take it for granted that the subject is to be treated rather as the relation of employer to salespeople than in the broad sense of employees. When your committee asked me to speak on this subject at first blush it seemed to be an easy one, but a little thought revealed the fact that it was one of importance and on the proper solution of it much de-

ded. In fact, it could easily be the turning point between success or failure in a business.

For convenience I desire to divide salesmen into two distinct classes, viz., salesmen and clerks. Salesmen—and by that I mean both men and women, as a worthy president says that the men are the women—A salesman is one who is by nature peculiarly adapted to the goods—loves the work and has the ability and tact to meet instantly the situation as it presents itself. If the salesmen asked for is not in stock, to show something else similar and lead the customer by reasonable argument, or, rather, suggestion, to see that the goods in stock are really more desirable than those asked for, to so handle the customers that they not only make the purchase, but leave the store delighted with the goods, as if with the treatment received and believe that in the future when in need of anything in that line they will patronize that store and that salesman will be on them. I fully realize that this is ideal, but submit that every man has with just such salesmen and had that kind of experience. A woman went into a store and she wanted blue cloth. The salesman showed her all the goods in the place. She said, "No. I don't want that," and she was about to leave. He pulled out a piece he had previously shown her and said, "Here, lady, is something that is just out." She said, "What do you call it? What shade of blue is it?" He said, "It is called wind blue." "Why," she said, "that is pretty," and it didn't take her but a few minutes to buy a dress pattern off that wind blue cloth. Day or two afterwards she came back and she met one of the clerks in the store and she wanted another yard of that wind blue cloth. She had him stalled. He didn't know anything about wind blue cloth. "She said, 'That is the salesman I bought it off.' He came forward. She said, 'I would like another yard of that wind blue cloth.' As he was measuring off she said, 'The other clerk didn't know anything about it?' He said, 'No, it is my department and this is very particular customers.' She bought another yard of wind blue cloth, and she knew that she had the very nicest and latest shade of blue that there was. That is the difference between a salesman and a clerk."

Another instance to illustrate the point. A gentleman and his wife and three of their children in the early spring are going to their summer home and they tripped to a shoe store. They wanted to buy a pair of bare foot sandals for the children. The salesman said, "I am sorry, it is a little early and we haven't got them in yet." The lady said, "Dear, what am I going to do; we have two hours to wait for the train, and what am I going to do?" He said, "If you care to, just be seated—sit here." She said, "We would be delighted if we are not in the way." He said, "No, just stay here." Not being able to sit down and opened up a pleasant conversation, and when they went out to take that train he had \$18 of their money in the till. They had run up with a salesman.

Now, the relation of the employer to the class of employees must of a necessity be different than to those I shall speak of later. Give him an opportunity to use his brains to your benefit. Encourage him to make suggestions as to management of stock, store management, suggest him as to what to buy, how much to buy—in a word, to make him feel that the highest success lies in the greatest efficiency of the store, and that failure to make your business a success spells failure for him as well. Encourage the "our-re" spirit, rather than "the store" spirit. Don't get it into your head that clerks are the only one about the place who has brains. You pay him for not what he does with his hands, but what he knows as well. Why not get the full value of what you are paying for good money for. Commendation. Don't be afraid to give a word of praise for work well done. Has he put in a good window for you? Then say so. Has he made a good sale? Say so. Does he keep his stock in good shape? Then say so. When visitors are there and are showing around, it will not lower his dignity to refer to a well-kept stock of finely dressed window to say, "My boys put things in nice shape," adding, "I think I have got the best lot of salesmen in the world." It won't hurt you a bit, but it will increase the efficiency of your sales force. We never get to know so much, or get so old, but that now and then a word of commendation does not do us good. Honest commendation—not flattery and gush—is the cheapest thing in the world and brings the greatest returns. If you have been holding it back from your employees, turn over a new leaf and note results.

Remuneration.—This is the rock that so many go ashore on. Every business will pay a certain per cent. for selling goods. Be honest with your salesmen and pay them to the limit. Does one by earnest effort sell more goods than another? Then increase his salary up to the per cent. you have figured. Let it be known among the salesmen that the more they sell the more money they get, and they do not have to ask for it, either. Your people in the store are just like the drummer

that sells you goods. His salary is based on a per cent., whether he draws a stated salary or is on commission. I know of a house that is now paying one employee 250 per cent. more than when he first came with the house, and the increase has always come without being asked for. Do you think there is much danger of a competitor hiring that party away from his present position? Good salesmen are scarce, and it is very much easier to lose one than to get one. In a word, let it be clearly understood that your store is not a picnic ground, but a bee hive, and the bee that gets the most honey is the one that works the hardest and brings about the best results. That sort of an atmosphere in a store will stop the habit of looking at the clock to see if it is closing time; the whistles will be all they will need to tell them it is 12 and 6 o'clock.

All I have said can be summed up in a word—the relation of the employer to his salesmen should be one of mutual confidence, respect and esteem, all working together for one common end, viz., the greatest possible success of the business.

Now for just a few knocks to the employer. Josh Billings said, "If you want to bring up a child in the way he should go, go that way yourself." Do you want to have your salesmen courteous to customers? Then see that you are courteous to those you wait on. Do you want your salespeople to be strictly honest? Then see that your dealings with the public are strictly honest. Don't think that you can play sharp tricks on the other fellow without teaching those around you how to play sharp tricks on you. Do you want to see your clerks neat and tidy in their dress? Then don't come down to business with an unshaven face and soiled linen, heels all run down, shoes creaking for a shine and your clothing screeching for the services of a tailor. If your salespeople are not looking quite as trim as you think they ought to look, before you say a word about the matter, go and consult a mirror. The boy thinks what father does is about right, and you all know when you were clerking what the boss did was good enough for you to do. I had an illustration the other day. I went into a town with my wife. She wanted some little thing, I think it was a collar. We went into the largest dry-goods store there was in the town. I think it was 40 x 100. There was one customer in the store, and a lady clerk right by the way was waiting on that party. We went up to another one and we said we would like to see collars. She said, "That lady down there." We went down there and there she was, sitting reading a book. She looked up and then looked down, and I guess finished reading that paragraph to see whether the fellow married the girl or not. After she had finished reading she got up and waited on Mrs. Jerauld. "Well," I said, "this is nice; what is the occasion of all this listlessness around this store? It is an elegant store, it has a good stock." I looked back, and back in the office there sat the boss, tipped back in a chair, with his feet up on his desk, reading a newspaper. Had he any right to find fault with that girl reading that book and paying no attention to us? Not a bit. What the boss does is good enough for the clerks to do. I don't blame that girl for reading that book.

When correcting an employee, don't do it in the presence of others. Take them to one side and tell them what you have to say. It will have a very much better effect all around. Remember you are responsible for the proper conduct of the business and that it is your job to see that conditions are what they should be. Last month I was in a town of about 4,000, and in front of one of the largest stores there, among other goods displayed on the pavement was a "clipper" sled. The thermometer registered nearly 100 in the shade that very day. Now, whose fault was that? Probably ask the employer and he would say, "That fool boy ought to know better." I say that boy was not half as much to blame as the boss. We are all imitators. See to it that your employees, when they do imitate you, will do the things you will not be ashamed of. Fifteen years on the road as a traveling salesman gave me an insight into store conditions that has had an influence on my life of more than twenty years as a retailer. I noted that the boss who would go out and have a drink with the drummer usually had around him salespeople that would do the same thing. If beer on the breath of your salespeople is not a good thing, it is far worse thing on yours.

Now, just a word about clerks. By clerks I mean those who are just animated slot machines. You put your cash into their hands and they pass out the goods to you. They talk, laugh and usually do a lot of that. They were never known to leave the store a minute after time, but were hardly ever known to get there on time. Would walk around the block twice rather than get to the store five minutes too early. They seemingly delight to say to a customer, "No, we haven't got that," and would rather die than show something else or direct them to the counter where it was on sale. They usually have a lot of friends who call on them often and talk about everything except your business, unless it be to make

complaints and tell how poorly the store is run and what a mean boss they have got. Oh, you have all seen them! Of course, no one here has any of that kind. Sure of it? Then there is that other one that is industrious, but has no tact or a single qualification as a salesman. Always saying the wrong thing. Honest enough, but simply in the wrong place. Many a good scrub woman has been spoiled by trying to be a saleswoman, and many a good farmer has missed his calling by trying to sell goods. Salesmen are born, not made. Of course, they can be improved, but you have got to have the right material to work on. My father would have made a mistake by trying to make a musician out of me—it would have been a waste of time and money, while I had a brother who made a marked success in that line, but could not succeed as a merchant.

Now, what is the relation of the employer to clerks? As a business proposition, I would say pension them if you feel you are obliged to furnish them with a living. But if you must have them in your store, if you feel that your business is peculiar and cheap help will answer just as well as high-priced salesmen, I would advise putting one salesman over not more than four clerks, with authority to hire and discharge. If that will not change the situation, I am at a loss just what to advise. Don't think you can handle the matter yourself, that is if you expect to do anything else. You cannot do it. Personally, I think the poorest investment any merchant ever made was in filling up his store with a lot of clerks, rather than salesmen. The amount of goods they do not sell, the inattention they pay to those whom they do pretend to wait on, and the consequent loss of reputation, are profits you do not get that your expenditure for fine store room, elegant fixtures, good money invested in stock, advertising, etc., entitles you to. I recall on one occasion telling an old merchant of our city the trouble I had just had by a boy doing a certain thing, when he laughingly said, "If that boy had brains he would not be doing that kind of work for you or anybody else." Don't think you can hire brains for the price of muscle. It has been tried many times, is being tried to-day, but my word for it, it cannot be done successfully. It's the same old story over again trying to get something for nothing.

I have said nothing about kindness to all employees, as I am talking to men who I am sure need nothing from me along that line. Our dogs are better dogs if we treat them kindly. I know sometimes, when we have granted a favor, that in a very short time it is looked upon as a right, but don't fret under those conditions. Simply remember the time you were a clerk and how you reasoned then. Your viewpoint has been changed, and your employees to-day are very much the same as you were. The Old Book is the best guide that man has ever had and it has given us a rule that we will be wise to follow, "Do unto others as you would that others should do unto you." It has never been improved upon—never can be.

If in this little talk I have given anyone a thought that will aid him in the solving of one of the most intricate problems that we merchants have to deal with, if the carrying out of these suggestions will make us better employers, if careful thought along these lines will smooth out some of the wrinkles that are creeping into our faces, if some idea has been hinted at that will make your business a greater success, the time has been well spent, both in the delivery and the listening to it. I thank you for your attention and wish you all abundant success. (Applause.)

President Crow.—The next on the programme is a discussion, "Does the Merchant Benefit Through Government Regulation of Commerce?" We have asked Mr. Pratt, of Erie, to take charge of this. Mr. Pratt not being ready, the convention will proceed to the next order of business, which is local association reports.

First Vice-President M. W. Leslie, presiding.

Mr. Spotts, Tarentum.—I move that three minutes be allowed each association to make its report.

Seconded and carried.

REPORTS OF LOCAL ASSOCIATIONS.

ALLENTOWN.

Alletown Merchants' Association. Henry W. Shuler, president; A. H. Miller, secretary; not incorporated; annual dues, \$6; other sources of revenue, commissions on delinquent collections and insurance; membership last year, 60; present membership, 60; meetings, first and third Wednesdays of every month; one line organization; paid secretary; functions, sociability and general welfare of members and to keep members posted on "dead beats"; have an established agency for the Retailers' Mutual; efforts made in past year to main district conventions, banquets and one day set apart for general outing.

ALTOONA.

Retail Merchants Board of the Chamber of Commerce. W. C. Westfall, president; C. H. Heintzelman, secretary; incorporated; annual dues, \$5; no other sources of revenue, except from rating hook; membership last report, entire body, 330; present membership, 176, retail

branch only; meets fourth Monday of each month; general organization; paid secretary; functions, credit rating, legislation and general protection of members; an established agency for the Retailers' Mutual now being organized.

BELLWOOD.

Bellwood Business Men's Association and Board of Trade. L. W. Irvine, president; J. Chas. McFarland, secretary; not incorporated; annual dues, \$3; no other sources of revenue; membership last report, 44; present membership, 47; meets last Monday night of each month; general organization; paid secretary; functions, to promote general welfare of business men and to further the industrial development of the town; no established agency for Retailers' Mutual; during past year association has promoted more friendly relations among local business men; agitated several municipal improvements and made some effort toward securing new manufacturing enterprises for the town.

BETHLEHEM.

Retail Grocers' Protective Association. E. T. Parker, president; O. H. Best, secretary; not incorporated; annual dues, \$6; no other sources of revenue; present membership, 15; meetings second and fourth Thursday of every month at 8 P. M.; grocers only; no paid secretary; functions, protection against undesirable credit customers and general good for members; no established agency for Retailers' Mutual; during the past year all business houses closed at 6 o'clock; have unanimity in observing holidays and close on Wednesday afternoons during June, July and August; much benefit derived through effort in regulating credits; several wholesalers no longer selling direct to retail trade at wholesale prices.

BRADFORD.

Bradford Business Men's Association. Frank L. Lydell, president; Geo. L. Dobie, secretary; incorporated; annual dues, \$30, \$24, \$18, \$12 and \$9; other sources of revenue, membership fee of \$3, agent's commission on all insurance written in Retailers' Mutual, and commissions and postage fee on accounts reported for collection; membership last report, 152; present membership, 152; meets second Tuesday of each month; general organization; paid secretary; have an established agency for the Retailers' Mutual; aside from revising and adding to our credit ratings, our activities during past year have been confined to routine matters, collections, credit reporting, regulation of soliciting evil, both for programme advertising, donations, selling of tickets, etc.

BRADFORD.

Retail Grocers' Association. W. H. Leyman, president; Geo. L. Dobie, secretary; not incorporated; annual dues, \$12, \$8 and \$4; no other sources of revenue; membership last report, 19; present membership, 19; meetings, first and third Mondays of each month and on call; one line organization; paid secretary; have an established agency for the Retailers' Mutual.

BROWNSVILLE.

Business Men's Association of Brownsville and Vicinity. John F. Lynch, president; B. W. Wolfe, secretary; not incorporated; annual dues, \$6; no other sources of revenue; membership last report, 30; present membership, 30; meetings second and fourth Thursdays of each month; general organization; paid secretary; have an established agency for the Retailers' Mutual.

BUTLER.

Butler Business Men's Association. Charles E. Walker, president; J. E. Donnelly, secretary; incorporated; annual dues, \$6 to \$48; no other sources of revenue; membership last report, 116; present membership, 106; meetings, second and fourth Tuesdays of each month; general organization; paid secretary; have an established agency for the Retailers' Mutual; efforts made in past year to increase the efficiency of our credit rating and collecting, have eliminated all fake advertising and kept all fakers off street corners; held four smokers.

CARBONDALE.

Carbondale Business Men's Association. George W. Berry, president; Albert J. Moon, secretary; incorporated; annual dues, \$6; no other sources of revenue; present membership, \$7; meets second Wednesday of each month; general organization; paid secretary; functions, credit rating and collecting accounts; have an established agency for Retailers' Mutual; during past year established new rating system, better train service, better mail service, new State roads, etc.

CHESTER.

Chester Grocers. W. H. Nelson, president; Stephen McCardell, secretary; incorporated; annual dues, \$6; other sources of revenue, co-operative buying; present membership, 38; one line organization; paid secretary; functions, co-operative buying; have an established agency for the Retailers' Mutual.

COATESVILLE.

Coatesville Business Men's Association. J. M. Dunnean, president; Max Stelnwachs, secretary; incorporated; annual dues, \$5; no other sources of revenue;

membership last report, 100; present membership, 103; meets third Tuesday night; general organization; paid secretary; functions, annual banquet and picnic; have an established agency for Retailers' Mutual.

DU BOIS.

In Bois Business Men's Exchange. D. L. Corbett, president; P. S. Weber, secretary; incorporated; no other sources of revenue; membership last report, 135; present membership, 110; meets third Thursday of each month; general organization; paid secretary; have an established agency for the Retailers' Mutual; during past year assisted A. F. B. Glass Co. in installing a gas producer, contributed \$5,000, and aided the organization of the Bohemian Art Pottery Co., using domestic clay.

EASTON.

Easton Retail Grocers' Protective Association. J. W. Gilds, president; E. W. Sandt, secretary; not incorporated; annual dues, \$6; membership last report, 45; present membership, 37; meets Monday evenings; one line organization; paid secretary; have an established agency for the Retailers' Mutual; during past year stock at \$25 per share was issued by association, only \$200 worth sold to date, which shall net stockholders for six months 6½ per cent.; permanent purchasing committee established which purchases goods for association from time to time; defeated an ordinance for a sealer of weights and measures.

ERIE.

Erie Retail Grocers' Association. C. J. Pohle, president; A. C. Kuhl, secretary; incorporated; annual dues, \$6; other sources of revenue derived from annual outing; membership last report, 80; present membership, 88; meetings, first and third Tuesday of each month; one line organization; paid secretary; functions, to better conditions of the Erie grocers; no established agency for the Retailers' Mutual; efforts made during past year, for Wednesday half holiday; early evening closing and abating dog nuisances in stores.

ERIE.

Erie Business Men's Exchange. F. J. Detzel, president; A. M. Howes, secretary; incorporated; annual dues, \$6; other sources of revenue derived from entrance fees and sale of printed matter; membership last report, 451; present membership, 548; meets first Friday of each month and on call; paid secretary; functions, development and protection of trade; have an established agency for the Retailers' Mutual; during the past year placed Exchange on a progressive platform with reference to improved trolley facilities; defeated ordinance providing annual tax on all business signs; increased activity experienced in all departments—credit reporting, municipal affairs and legislation; encouraging sociability and fraternity and a higher, nobler standard of doing business, etc.

FRANKFORD.

Frankford Grocers' Association. R. T. Holme, president; J. A. Edgar, secretary; not incorporated; annual dues, \$6; derive additional revenue from annual excursion to Atlantic City and agency of Retailers' Mutual; membership last report, 163; present membership, 171; meets every Tuesday evening; organization limited to grocers, meat and provision dealers; paid secretary; functions, co-operation; during past year excursion to Atlantic City usual success, 2,386 people went with us and we realized a profit of \$600; celebrated twenty-third anniversary with banquet and entertainment; have sixty policies with Retailers' Mutual; building and loan association in its fourth year and is in a prosperous condition; Frankford Grocery Co. is still progressing; business for year ending August 31 will approximate \$410,000, an increase of \$50,000; paid 8 per cent. dividend last year and increased reserve fund to \$8,000; erecting two-story and basement concrete warehouse; own and using two gasoline trucks, three-ton Packard and a four-ton Victor.

FREEDOM.

Freedom Business Men's Association. D. J. Sneed, president; R. D. Thompson, secretary; not incorporated; annual dues, \$4; no other sources of revenue; membership last report, 20; present membership, 32; meetings, second and fourth Friday of each month; general organization; no paid secretary; have an established agency for the Retailers' Mutual.

GREENSBURG.

Greensburg Business Men's Association. W. D. Butz, president; Harry E. Blank, secretary; incorporated; annual dues, \$6; membership last report, 108; present membership, 90; meets first Tuesday of each month; general organization; paid secretary; functions, the good of the community and business in general; have an established agency for the Retailers' Mutual.

HARRISBURG.

Merchants' Association. D. P. Jerauld, president; R. F. Cook, secretary; not incorporated; annual dues, \$6 to \$25; no other sources of revenue; membership last report, 102; present membership, 82; meetings on call; general organization; paid secretary; functions, non-board insurance agency, credit reports and collections,

trade abuses, etc.; have an established agency for the Retailers' Mutual; since last convention Sperry & Hutchinson Trading Stamp Co. have made persistent efforts to open up Harrisburg again, but efforts to date have not been very successful; having been able to save members a lot of money through reduced fire insurance rate, etc.

HAZLETON.

Hazleton Retail Merchants' Protective Association. Hugh McKenna, president; Thomas H. Brennan, secretary; not incorporated; annual dues, \$6; no other sources of revenue; membership last report, 22; present membership, 22; meets Monday evenings; one line organization; no paid secretary; functions, general, as necessities arise; have an established agency for the Retailers' Mutual; during past year made the S. & H. trading stamps look sick in the city.

HOMESTEAD.

Homestead Business Men's Association. P. C. Wagner, president; D. J. Crawford, secretary; not incorporated; annual dues, \$6 and \$12; no other sources of revenue; membership last report, 96; present membership, 85; meetings, second and fourth Tuesdays of each month; general organization; paid secretary; functions, annual outings and banquet; have an established agency for the Retailers' Mutual; efforts made in past year, to make rating system more perfect, getting members interested in mutual insurance, getting goods roads, trying to secure free bridges and introducing a day set for home trading.

JEANNETTE.

Business Men's Association. Frank Trimble, president; David H. Rankin, secretary; not incorporated; annual dues, \$6; membership last report, 45; present membership, 40; meets second Monday of each month; general organization; paid secretary; functions, general good of members and community; have an established agency for the Retailers' Mutual; during past year continued holiday and early closing and other reforms; eighth annual outing held at Home Park, Oakford; agitated improved roads; committees doing good and efficient work; working on telephone abuses and are much encouraged.

JOHNSTOWN.

Johnstown Chamber of Commerce. Geo. K. Kline, president; W. H. Stewart, secretary; incorporated; annual dues, 75 cents to \$2.50 per month; other sources of revenue derived from collections; present membership, 225; meets first Tuesday of each month; general organization; paid secretary; functions, credits and collections, municipal, industrial, public affairs and insurance; have an established agency for the Retailers' Mutual; efforts made in past year, closing stores Monday at 6 P. M., better train service, assisted Southern Cambria Railroad Co. in raising money for bonds to extent of \$30,000, have induced the P. R. R. and Council to plan for erection of a new station and other improvements, co-operated with Inter-State Fair, etc.

LEBANON.

Business Men's Association. L. G. Harpel, president; T. J. Burkey, secretary; incorporated; dues, 50 cents; other sources of revenue, none; membership last report, 145; present membership, 142; meetings, first Tuesday of each month; general organization; commissioned secretary; functions, to protect, encourage and promote the welfare and interests of members; have an established agency for the Retailers' Mutual; during past year encouraged and assisted in getting two new street railways built, retained a large industry, barred the trading stamp company from spreading and assisted members largely on the credit system.

MANOR.

Business Men's Association of Manor. J. R. Sowash, president; T. F. Penman, secretary; not incorporated; annual dues, \$3; no other sources of revenue; membership last report, 10; present membership, 11; meetings subject to call; general organization; paid secretary; functions, general sociability and to promote general good of town; have an established agency for the Retailers' Mutual; during past year held twelve very good meetings and one booster meeting, which resulted in reorganizing fire company; have plans under way to bring a manufactory to town; fifth annual picnic was a grand success.

MAUCH CHUNK.

Business Men's Association of Mauch Chunk and Vicinity. E. F. Kuntz, president; J. C. Loose, secretary; incorporated; annual dues, \$6; other sources of revenue derived from assessments; membership last report, 42; present membership, 36; meets first Wednesday of each month; general organization; paid secretary; functions, general; have an established agency for the Retailers' Mutual; efforts made in past year devoted to advertising Mauch Chunk as a summer resort.

MT. CARMEL.

Retail Merchants' Protective Association. J. M. Christ, President; W. H. Yoder, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 65; present membership, 65; meetings, first and third Monday evenings of each month; general organization; no paid

secretary; have an established agency for the Retailers' Mutual.

NEW BRIGHTON.

Business Men's Association of New Brighton. Fred. J. Roth, president; Albert M. Latschaw, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 31; present membership, 31; meets first Tuesday of each month; general organization; paid secretary; functions, credit rating, co-operative buying, municipal efforts, insurance, etc.; have an established agency for the Retailers' Mutual; during past year succeeded in having five members elected to City Council and contributed \$1 per each member for legislative purposes.

NEW CASTLE.

Retail Grocers' Association. A. G. Seig, president; E. O'Brien, secretary; incorporated; annual dues, \$6; other sources of revenue derived from percentage on co-operative buying; membership last report, 50; present membership, 49; meets Monday evenings; one line organization; paid secretary; functions, credit rating, co-operative buying and fraternalism; have an established agency for the Retailers' Mutual; during past year promoted and conducted a successful food show, which was a success; annual outing was a big success in attendance and financially as well.

NEW CASTLE.

Board of Trade (formerly Business Men's Exchange). B. F. Butler, president; E. O'Brien, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership, 72; meets second Tuesday of each month; general organization; paid secretary; functions, to promote the business interests of the city and vicinity; have an established agency for the Retailers' Mutual.

PEN ARGYL.

Merchants Protective Association. C. S. Jackson, president; C. E. Sanerwine, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 21; present membership, 22; meets second Tuesday of each month; general organization; paid secretary; functions, reporting of delinquent customers; have an established agency for the Retailers' Mutual.

PHILADELPHIA.

Philadelphia Retail Grocers' Association. Albert Kaiser, president; Reno Seboch, secretary; incorporated; annual dues, \$6; other sources of revenue derived from picnic and publication, also investments; membership last report, 562; present membership, 512; meetings, Monday evening of each week; one line organization; paid secretary; functions, protection and matters of general interest in the trade; have an established agency for the Retailers' Mutual; the past year has been one of marked progress all along the line, with a single exception—numbers. Every enterprise attempted, whether from a commercial or social standpoint, was attended with gratifying results. The pet feature in our association work, that of co-operative buying, rendered a magnificent return, with sales for the year of \$2,000,000, and larger profits by far turned back to the stockholders than ever before. Splendid advancements along building and loan and insurance lines are noted, and with co-operation more firmly rooted than at any prior time in the life of the organization, the future is rich in promises certain of fulfillment.

PITTSBURGH.

Pittsburgh Merchants' Association. W. W. Tilton, president; F. L. Harrington, secretary; incorporated; annual dues, \$3; membership last report, 27; present membership, 52; meets every Thursday evening; general organization; no paid secretary; functions, social and trying to draw merchants closer together; have an established agency for the Retailers' Mutual; have taken up Sunday closing in order to have all small stores close.

PITTSBURGH.

North Side Retail Grocers' Association of Pittsburgh and Vicinity. Peter Stumpf, president; M. O. Grossman, secretary; not incorporated; annual dues, \$6; other sources of revenue derived from co-operative buying; membership last report, 48; present membership, 47; meetings first and third Tuesday evenings of each month; one line organization; paid secretary; functions, co-operative buying, credit reporting, system and mutual protection; have an established agency for the Retailers' Mutual; efforts made in past year were to discontinue the use of trading stamps; applied for a charter under the wholesale department and was granted same from the State on August 3d.

PITTSBURGH.

Merchants Protective Association. Jas. A. Joyce, president; E. T. Messick, secretary; incorporated; annual dues, \$6; other sources of revenue derived from excursion, insurance, commissions, etc.; membership last report, 148; meets third Monday of every month; general organization; paid secretary; functions, annual banquet, credit rating, collection of accounts, better government, etc.; have an established agency for the Retailers' Mutual; working along in our general line; membership remains the same.

POTTSVILLE.

Retail Merchants' Association of Pottsville and Vicinity. Chas. P. Hoffman, president; T. E. Himmel, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 137; present membership, 153; meetings, first and third Mondays of each month; general organization; paid secretary; have no established agency for the Retailers' Mutual.

READING.

Retail Grocers' Association of Berks County. W. C. K. Fisher, president; H. J. Aschenhauer, secretary; incorporated; annual dues, \$4; membership last report, 40; present membership, 40; meetings, first and third Tuesdays of each month; one line organization; paid secretary; have an established agency for the Retailers' Mutual.

READING.

The Merchants' Association of Reading. C. K. Whitner, president; F. A. Sessions, secretary; incorporated; annual dues, \$10; other sources of revenue derived from rents; membership last report, 150; present membership, 134; meets the second day of each month; general organization; paid secretary; functions, looking after the interests of merchants; have no established agency for the Retailers' Mutual; during past year the most active work has been directed against trade abuses; the trading stamp question broke out afresh, but prevented any extended adoption of trading stamps by local merchants, also inducing local authorities to adopt better street regulations; have an established credit reporting department.

SCRANTON.

Business Men's Association. Walter M. Nichols, president; J. W. Rittenhouse, general secretary; not incorporated; annual dues, \$6; other sources of revenue derived from rating book; membership last report, 100; present membership, 120; meets quarterly; general organization; paid secretary; functions, principally credits; have an established agency for the Retailers' Mutual; efforts made in past year to get a complete rating system.

SCRANTON.

Retail Merchants' Protective Association. Jno. G. McConnell, president; M. I. Carroll, secretary; incorporated; annual dues, \$6; other sources of revenue derived from commissions on collections; present membership, 112; meets second Monday of each month; general organization; paid secretary; functions, credit reporting and collecting delinquent accounts; have an established agency for the Retailers' Mutual; made during the past year a specialty of credit reporting, also toward early or half holiday closing during the summer months which has borne fruit.

SHARON.

Retail Merchants' Association. Charles Kaufman, president; M. L. Rushmore, secretary; incorporated; annual dues, \$6; other sources of revenue derived from annual picnic; membership last report, 100; present membership, 91; meets on alternate Tuesdays; general organization; paid secretary; functions, credit rating, collection of bad accounts and legislation; have an established agency for the Retailers' Mutual.

SLATINGTON.

Merchants' Association of Slatington and Vicinity. Samuel J. Griffith, president; J. O. Haines, secretary; not incorporated; annual dues, \$6; no other sources of revenue; membership last report, 28; present membership, 28; meetings, first and third Friday evenings of each month; general organization; no paid secretary; have an established agency for the Retailers' Mutual; efforts made in past year, to sell insurance for Retailers' Mutual, and was successful; special aim is to spot "bad pays."

SOUTH BETHLEHEM.

Commercial League of South Bethlehem. James M. Degnan, president; Frank W. Martens, secretary; not incorporated; annual dues, \$6; no other sources of revenue; membership last report, 41; present membership, \$1 in good standing; meets second Monday of each month; general organization; no paid secretary; functions, combined Business Men's Association and Board of Trade; have an established agency for the Retailers' Mutual; during past year secured a public building for South Bethlehem, formed a building company and encouraging the erection of houses; have a committee working for a new free bridge over Lehigh River.

TARENTUM.

Business Men's Association of Tarentum and Vicinity. Justus Hess, president; E. C. Spotts, secretary; incorporated; annual dues, \$12; other sources of revenue derived from commission on collections; present membership, 100; meetings, first and third Mondays of each month; general organization; paid secretary; functions, the general uplift of the retail trade; have an established agency for the Retailers' Mutual; efforts made in past year have been to try and make the merchants realize that the giving of credit is injurious; try to help the State Association in its legislative work and to increase its membership.

TREVORTON.

Trevorton Business Men's Association. Alex. Cooper, president; O. H. Derck, secretary; incorporated; annual dues, \$3; no other sources of revenue; membership last report, 13; present membership, 14; meetings, first and third Tuesdays of each month; general organization; no paid secretary; functions, mutual protection, reduction and equalization of prices; no established agency for the Retailers' Mutual; efforts made in past year were to secure charter, to have newcomers in business pay a mercantile tax, to stop peddling without a license, etc.

TYRONE.

Tyrone Business Men's Association and Board of Trade. Frank Gardner, president; J. Van Taylor, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 47; present membership, 47; meets the last Thursday of each month; general organization; paid secretary; functions, to advance and better business conditions, protect merchants from persons unworthy of credit; boom and advance the town in general, encourage new industries and advocate any movement for the public good and welfare of Tyrone; during past year obtained for the traveling public additional passenger train stops at Tyrone, held sixth annual banquet, which proved a rousing success; projected new public fountain for the benefit of school children, secured better night mail service, revived the question of new armory.

VANDERGRIFT.

Chamber of Commerce of Vandergrift and Vicinity. J. G. McGaery, president; A. W. Love, secretary; not incorporated; annual dues, \$6; no other sources of revenue; membership last report, 40; present membership, 72; meets third Tuesday of each month; general organization; paid secretary; functions, protect the business men, as well as to upbuild the town; have no established agency for the Retailers' Mutual; during past year got out a credit directory, abolished programme advertising, started a strong movement against street fairs and fakers and taken up the question of freight and express facilities.

WARREN.

Warren Business Men's Association. J. W. Kendall, president; J. F. Emerson, secretary; incorporated; annual dues, \$4 to \$24; other sources of revenue derived from membership fee of \$2; membership last report, 129; present membership, 125; meets second Tuesday of each month; general organization; paid secretary; functions, general office duties, collection, reporting delinquents; have an established agency for the Retailers' Mutual; efforts in past year have been mostly along line of aiding in collecting accounts and the securing of new industries for Warren; marking streets, held first annual banquet, which was a decided success, etc.

WILKES-BARRE.

Retail Merchants' Association of Wilkes-Barre. John S. Hoffman, president; Chas. S. Austin, secretary; incorporated; annual dues, \$6; no other sources of revenue; membership last report, 56; present membership, 60 in good standing; meetings, second and fourth Wednesday evenings of each month; general organization; paid secretary; functions, protection, credit, municipal reform, co-operative buying and social; have an established agency for the Retailers' Mutual; during past year held annual excursion Merchants' Day, which was a decided success; secured enforcement of huckster license, opening of South street bridge, improving of collection department, etc.

WICONISCO.

Retail Merchants' Association of Wiconisco and Lykens. Eighteen members; had a great deal of trouble in keeping membership together and decided to make meetings subject to call; hope for better results hereafter.

WYALUSING.

Merchants' Union Protective Association of Bradford and Wyoming Counties. C. H. Bosworth, president; E. P. Henwood, secretary; incorporated; annual dues, \$3 and \$1 membership fee; membership last report, 92; present membership, 89; meets monthly; general organization; paid secretary; functions, abate trade abuses, protection from dead beat customs; have an established agency for Retailers' Mutual.

YORK.

York Chamber of Commerce. Henry Wasers, president; Eugene F. Weiser, secretary; incorporated; annual dues, \$6 to \$25; other sources of revenue derived from commission on insurance; membership last report, 325; present membership, 300; meetings, board meets every month; annual meeting in November; general organization; paid secretary; functions, to guard the interests of our city and members; have an established agency for the Retailers' Mutual; during past year organization has been most aggressive in urging civic improvements and point with pride to a few of accomplishments; retailers' insurance has increased, credit system is most valuable and now boosting a completed sanitary sewerage system.

V. P. Leslie.—We come on the programme to a discussion of the subject, "Does the

merchant benefit through government regulation of commerce?" This discussion is to be opened by Mr. Pratt.

Mr. Pratt, Erie.—I request that it be laid over until to-morrow.

V. P. Leslie.—If there is no objection on the part of the delegates, the request will be complied with.

We will now take up the Question Box.

QUESTION BOX.

Mr. G. L. Pratt, Erie.—I don't know why I was assigned to this duty, and I had no idea I was assigned to it until I heard my name read off.

With regard to these questions, I couldn't answer them personally, but I have an encyclopedia to go to. It has one hundred volumes in it, so that when I press the button I will expect the volume to stand up and answer, because I don't know which volume to go to, but if it doesn't do it voluntarily we will lay the questions over until to-morrow.

This question box is certainly, I believe, one of the best features of this convention. You take such reports as have been read over, and I believe they are the best we ever heard.

One question that is here is: "How can we interest the large merchants not at the present time in sympathy with the association's work?" In regard to that, it is the simplest thing in the world to answer in one or two words. I don't care who the man is in business, he is in that business for the money; he is not in it for health or pleasure; simply dollars and cents; and the larger the merchant is the more dollars and cents there is in it for him to belong to this association. The trouble is, he doesn't know it, and what he doesn't know, as the saying is, doesn't hurt him; neither does it benefit him. We that are members know that this association saves us from \$10 to \$500 a year, according to our size and how much we use the association. When I say \$500 some of you merchants may think that is too large a sum, but the man that is a large merchant and takes advantage of the insurance, the elimination of the gift scheme, the trading stamp and other things that come along, saves that much. Mr. Rittenhouse can discuss this question.

Mr. J. W. Rittenhouse, Scranton.—Not on your life. If you want somebody to answer that question, you want to get somebody that is a live merchant. I am a dead one.

Mr. Pratt.—We will then ask Mr. Kaiser.

Mr. Albert Kaiser, Philadelphia.—Mr. Chairman and gentlemen, I take it the association work is very much like the expansion of a business. I presume that most men who are contemplating an expansion of their business have their eye in a certain direction in which they wish to expand and they do not jump in that direction without laying their plans. They wait for the opportunity. So it is in association work. By keeping in touch with merchants and their condition in general, sooner or later an opening is presented and you want to be ready to jump into that opening and show the gentleman the association can solve a problem which the largest merchant in the town could not solve alone, and invariably you make a member and a good one. If you find a man opposed to general organization work, you will find it is because of one or two things, probably both: First, lack of knowledge; second, selfishness; and if you can sidetrack the selfish nature and get a chance to show him, you will nearly always make a win and win a good one. (Applause.)

Mr. Pratt.—Where is our next volume on that? It seems to me there ought to be somebody to give us good points along that line.

The next question is, "Why do we have so many organizations that don't have the retail mutual fire insurance?" Mr. Rittenhouse can answer that, certainly. He is right in the business.

Mr. Rittenhouse.—I want to excuse myself from answering the first question, which I understood as I was walking down was, "How could a business man make a success of his business," or something like that; but the question in regard to the mutual, I don't know that I can answer that to the satisfaction of the delegates present, but I will tell you what I find. There have been started so many rotten mutual companies all over the State of Pennsylvania, principally I guess in the city of Philadelphia—little mutual companies without any backing, with boys for directors, etc., that they have been the greatest bugaboo that I have come up against and that has caused the fear of associations. All that I have had to help along in Scranton has been that all our losses have been paid very promptly and that we have the very best business men in the city of Scranton to speak for it, and they are carrying insurance. Another feature might be if the secretary is looking for remuneration for his work, he certainly cannot get it at the insurance end of it. I don't think any insurance company anywhere would do a great deal of business if the agents didn't get any more out of it than the agents of the Retailers' Mutual Association. If you give the agents a little bit more out of it than they are getting they might get more business. We all get tired working for nothing. By the time you take a dollar on a thousand—sometimes it is only \$500—and your 50 cents is returned after your application comes back, and then you send that policy out to the insured, if you do it by mail, you have 46 cents left, out of which you have to pay for the cost of your

stationery. I think your time is worth three or four times what you earn. I think that some of us expect too much for nothing, as one of the speakers said here. I think if there is a little more in it for a man he would go out and do more business and you will get better business.

Mr. C. A. Stuart, Organizer.—I would like to make one suggestion further; that is, that a great many of the delegates who are here are presidents and secretaries and will go back home and make their reports. While you men are here mingling with the State officers who can get in very close touch with them and can get at first hands more information than sometimes you can gather by correspondence, and if the presidents and the officers and the men who believe in the Retailers' Mutual will take out a policy that will help us along. The presidents and the vice-presidents and the officers who know more about the organization and more about the insurance than the rank and file ought to start it in their associations for the good of the association and for the furtherance of the cause. If it is good for three thousand members, it is good for you. It will retain your membership, it will increase your membership, and it will give your member, who wants to know where he is going to get one dollar for the 50 cents, a knowledge of how to solve the problem.

Mr. P. C. Wagner, Homestead.—My experience is that the reason we don't get more insurance for the Retailers' Mutual is because of the activity of the board rate agents. We carry perhaps sixty policies in the Mutual at the present time. We find that the agents of the board rate companies are usually customers of the merchants in the town, and they use their influence and every opportunity to run down or belittle any mutual company. I find that is why a great many of our smaller associations don't take up the mutual insurance.

Mr. O. H. Best, Bethlehem.—I have brought the subject of mutual insurance before our organization a number of times, and one reason why we have not been able to do anything in that direction is that all of its members are so situated that they have insurance men for customers. The majority of the merchants usually carry a stock of \$1,000 or \$2,000 and the insurance on that doesn't usually amount to more than \$12 or \$15 a year, while the amount of profit they derive from the insurance man who deals with them is a great deal more than what they pay out in insurance, and, consequently, they don't feel that they want to throw their insurance to somebody else and lose the trade which they have been getting for a number of years. I find that in my own business. I have one man who is in the insurance business who takes and uses a lot of goods from me, and he uses really more than the profits on his insurance sales that he makes from me for the whole year. Of course I don't like to drive that kind of a man away. Another thing is if you go into a mutual company, sooner or later the premium may be high and you have to pay higher insurance premiums. I feel it would be a good thing to have mutual insurance in the State Association but for that reason. I have the same reason from each and every member of our association.

Mr. Malloy.—This, I believe, is one of the most important subjects under discussion at our session—our co-operative insurance. I have been in these towns throughout the State; I have talked with the merchants on insurance; I have explained our plan of insurance, and I find that the local secretary, or whoever the local board is, as a rule don't explain the insurance feature as they should. They have had experience with mutual insurance companies throughout the State that have been bad and have been bad failures. They have had the experience, with some of the older merchants that they had in these companies, that it was perpetual, that their liability would never cease with some of them; not all perhaps. A great many of us do not explain the insurance to intelligent business men as we should. In addition to that, the business man to my mind pays less attention to his insurance than any other part of his business. There are very few of them who know the standing of this company and that company, or any of the old line companies, or which is the best and most secure and which is the worst. They simply take the policy from the local agent and let him attend to it entirely. We all should be a vigilance committee to see that the risks are good, that they are not outside of the fire protected limits in any town or city, to see that the old line people have the rates, etc. You can get all that information. In speaking of insurance the word "mutual" should be entirely obliterated from our plan of insurance. We tried to do that and did do it in the formation of our insurance company. Regarding the premium note you give, they want to know why that is given. That is not explained intelligently. This note does not bear interest; it simply represents so much value. When the application for the policy is written, the premium note is taken with the policy. The policy is merchandise, good for a year. In the old line they were not. After the year the note dies with the life of the policy. You are not liable for anything else. All expenses and losses are paid. That ends it. By the renewal of your premium note you are liable for another year. So you should be candid, as that is the asset that the Insurance Commissioner is to pass upon, and the plan should be intelligently explained. It is

considered the best plan in this State or any State in the Union. We went through all the plans and we took from them the best. The plans we have have been passed upon by some insurance experts in this State and they have pronounced it the best plan for organized men, and it will be well for the secretaries and the delegates who are here to take the matter up with their local associations. I believe if this plan was explained to the merchants in the different towns that are eligible for insurance that we could treble our insurance within a year. (Applause.)

Mr. Lydell, Bradford.—Mr. Chairman, it seems that this one question has opened up a multitude of things for discussion, for we are all interested in the same vital point. I would like to ask the relative position of the Retailers' Mutual Fire Insurance Company to the Retail Merchants' Association of Pennsylvania? Is it not true that policies in the Retailers' Mutual must be confined to members of the association? I would make the suggestion that at the same day and date all of you policy holders who pay railroad fare from the other end of the State to this end, thus placing you on an equal basis, hold your annual meeting of your insurance company in the same week while we are here.

Mr. Charles Kaufman, Sharon.—We have a paid secretary who gets pretty near everything in the line of dues or premiums that come in from the insurance. We pay him 35 per cent. of our dues. He gets all the premiums from the insurance and we give him all he makes out of the collections, and then he gets out and hustles.

Mr. H. E. Blank, Greensburg.—I was interested in the question that was asked by the gentleman who is here to the right, that wasn't answered. I would like to have an answer.

Secretary Howes.—I would like to say for the information of the delegates, on the subject of the insurance meeting being held at the convention place, I believe that the insurance regulations of the State require an incorporated headquarters and that the annual meetings be held at that place. That is why we meet in Philadelphia. If we had a permanent meeting place for our annual convention that arrangement could be made, but alternating as we do in different parts of the State, I don't believe it would be legal for us to hold our meetings in that way.

Mr. Kaiser.—If I understand rightly the question that Mr. Lydell wants to know is the relation between the Retailers' Mutual Fire Insurance Company and the Retail Merchants' Association of Pennsylvania?

Mr. Lydell.—Yes, correct.

Mr. Kaiser.—I want to state the Retailers' Mutual Fire Insurance Company was formed for the purpose of strengthening the Retail Merchants' Association of Pennsylvania by giving it some feature that would be a substantial gain to it, and its business is confined entirely to merchants that are members of the associations in good standing, which association must be a member of the State Association, in good standing. On receipt of the name of a member of a local association not in good standing, notice of his cancellation is at once sent.

The question of meeting with the convention was taken up early in the history of the insurance company. It was one of the first things we took up. It was then decided that we must have a permanent office. But this is really an office only in name, inasmuch as our office really is in Erie. The corporation papers placed Philadelphia as the main office, and the legal requirements are that the annual meeting be held there. I would say, as president of the company, that nothing would gratify me more than to have a session of the Retailers' Mutual Fire Insurance Company in connection with the convention of the retail merchants year after year. This was not with the idea of the gain that the Retailers' Mutual Fire Insurance Company might get, because the gain seems small, but it was to lead to something larger. When the insurance company was incorporated it was meant for a beginning, that the association might take up something after that and make the State Association just as substantial and valuable to the local associations as the local associations have ambition to be to the local merchants. (Applause.)

Mr. Lydell.—That being the fact, it seems to me to be a most easy matter to overcome that obstacle. I believe we could meet together, and if the law is that the fire insurance company must hold their meetings at a certain place, what discussions and nominations were made at the convention could be ratified at the meeting of the Fire Association, and the directions given by the convention can be put into effect by the Executive Board at Erie.

Mr. Pratt.—Suppose you put that in a resolution and put it in the box.

Mr. P. S. Weber, Du Bois.—I had intended to say something in reply to the gentleman from Allentown. He puts the success and non-success of the insurance company upon the merchants who are patronizing the old line insurance companies. I didn't represent the insurance feature of our town. We have a regular accredited agent.

J. C. Demar.—Now I think the argument from Allentown is entirely overcome by the fact that the local agents working for the mutual association or the Merchants' Mutual have the same rate and the same power of arguments on that score as the old line members or agents would have.

But let that go. Another feature has cropped out. Do we know whether the insurance company or the Retail Merchants' Association of Pennsylvania is it? Which one is back and which one is the tall? Which wags the tail and which wags the head? That is what I would like to know, and my friend from Bradford, I believe, has hit the nail on the head in trying to find out and have that problem elucidated. We want to know which is the head, the association or the insurance company?

W. E. Hayes, Erie.—As I understand it, the insurance company is separate and distinct from the association and is not subject to it only as it is of the same men or members. But there is another question which I think Mr. O'Brien raised which I wish to remark on. A note signed by a member of the company died with the policy, but sometime after he had a large conflagration, we will say in December, and the main policy was still in force before he died in the present January before the money was paid. Isn't that note liable for the losses applied during the life of that policy?

Mr. Malloy.—You are liable until your policy expires.

Mr. Hayes.—It isn't paid until February.

Mr. Malloy.—It occurred before your policy expires. You are alive, because your policy hasn't expired.

Mr. Hayes.—It expires before the debt occurred.

Mr. Lydell.—The question I want to ask you is this. As a matter of fact there is no relative position or connection between the Retailers' Mutual Fire Insurance Company and the Retail Merchants' Association only as they take a policy.

Mr. Kaiser.—I will say in reply to Mr. Lydell that the by-laws of the insurance company require a report to be made annually to this convention. There are no requirements by which the company is to receive instructions from this convention. That I will admit.

Mr. Lydell.—But isn't the company the members who take out the insurance?

Mr. Kaiser.—Sure.

Mr. Lydell.—There is no stock; it is just simply the policy?

Mr. Kaiser.—That is right. We thought to make as nearly as possible the directors of the insurance company and the association one, in order to keep the two organizations together as much as we could. The question of making an annual report to this convention has come up year after year, and sometimes it has been discussed and sometimes it hasn't. I am free to say that every director of the insurance company would feel obliged to accept any suggestion that this convention would pass upon.

Second Vice-President F. J. Detzel in the chair.

V. P. Detzel.—We will cease at this point any further discussion of this subject and take up the report of the Committee on Credentials.

REPORT OF THE COMMITTEE ON CREDENTIALS.

Delegates present 82
Officers 7
Visitors 19

Total 118

F. J. BURKEY,
JNO. W. GILDS,
HARRY E. BLANK.

On motion, duly seconded, the report was received.

President Crow.—I will announce the committee that should have been announced earlier in the afternoon. They are:—

RESOLUTIONS COMMITTEE.

J. A. Edgar, Frankford; Dr. C. H. Bosworth, Wyalusing; F. J. Heisey, Lebanon; P. S. Weber, Du Bois; E. F. Weiser, York.

AUDITING COMMITTEE.

John F. Lynch, Brownsville; M. C. Black, East End, Pittsburgh; George W. Parfet, Lykens.

President Crow.—Is it your pleasure to take up the question which was passed by, "Does the Government Regulation Benefit the Merchant?"

Mr. Lydell.—I move that we turn back to the question of insurance. There seems to be a great many delegates here who want to get ideas along that line, and that is something of vital interest to them. Seconded and carried.

President Crow.—The chair would suggest at this point, on account of the arrangements of the Local Committee, it might be a good time to adopt an hour for adjournment, so that we can be governed accordingly. We are to take automobiles at 6.30, and arrangements have been made for dinner at the hotel at 5.30.

Mr. Black.—I think the hour has arrived to close our meeting, and the question should be laid over until to-morrow.

On motion adjourned to Wednesday, August 9, 1911, at 9 o'clock A. M.

SECOND DAY.

THIRD SESSION.

Wednesday Morning, August 9, 1911.

The convention was called to order by President Wilmer Crow at 9 o'clock A. M.

The minutes of the previous sessions were read, amended by Mr. Kaiser to include the names of the questions discussed, and approved as amended.

COMMUNICATIONS.

The secretary read a communication from Mr. W. A. Stein, third vice-president, regretting his inability to be present and wishing the delegates profit and pleasure from the meeting.

Mr. Kaiser.—I would like to introduce to the convention Mr. Sol Mayer, of Wheeling, W. Va. Mr. Mayer is president of the leading Merchants' Association in Wheeling, and I would ask that the convention extend the privileges and courtesies of the floor to him and that the chair invite him to the platform to make a few remarks at this time.

Privilege of the floor given to Mr. Mayer. Mr. Sol Mayer, Wheeling, W. Va.—Mr. Chairman and gentlemen, I came here to learn, not to instruct, and if you will extend the courtesy to me of delivering any few remarks I have to make until the last hour of your business before your convention adjourns, I shall appreciate it.

President Crow.—Yesterday we passed by one item on the programme, and if there is no objection, we will take that up at this time, so that we will keep in our regular order of business as much as possible. It is, "Does the Merchant Benefit Through Government Regulation of Commerce?" Whoever offered this will probably have something to say on that line, or if there is anybody else who has something to say about it, we will be glad to have him take it up.

Mr. Kaiser.—I hate to be on my feet all the time. I believe this was one of the few suggestions sent to the president of the association at the request of a friend of the programme. There is considerable confusion at the present time between the public on the one hand and what are known as trusts on the other, regarding this question, the public clamoring for regulation by the Government and the trusts equally clamorous for the estoppel of Federal interference, and the confusion seems to have arisen almost to political proportions, so that we find the feeling growing among merchants that the Government should help them in maintaining prices, in maintaining a sufficient margin of profit to afford a living, protecting capital, protecting him against the ravages of the unprincipled merchant. But it would seem to me, in giving my version of my belief, the demand for Federal regulation or Governmental regulation, is the sure evidence of a lack of confidence, a shaky confidence, and if the Government would simply peel off the schedules of restraint and let pure competition have its full run, the public would come in for its full share, and merchandise pure and simple would thrive.

Mr. Weber.—I think the whole matter, if sifted down to the bottom, will lead us to the point where the speech was made by Judge Gary, of Indiana and of the Steel Trust, and reiterated by our president, how on first blush it would seem that the complaint of the masses against the trust is at the exorbitant high prices which are imposed upon the ultimate consumer.

The complaint is against the exorbitant prices, and why should Judge Gary ask the Government to interfere with the trusts charging too much? I tell you, my friends, it is the thin wedge of the far-seeing trusts that are asking this. They now in a measure control the Government, and if they get control of the Government they simply have us by the throat and make us pay whatever they want. It is not for the welfare of the ultimate consumer, but for the welfare of the trusts, who have throttled competition. When I was a little boy and first learned how to measure things in the drygoods store, we used to say that "competition was the life of trade." Where is there any competition in capital? They gobble up everything and if there is any chance, they wipe out the smaller one and they water their stock so that they can hide the high prices to try to make you believe that they are only making 5 per cent. when they are making 100 or 150 per cent. Let us take warning. Judge Gary simply wants to further his own interests, and if they can control the Government, they can control the prices to their own liking, and that is not down, but up. (Applause.)

Mr. Justus Hess, Tarentum.—This is a subject that I have given some thought to for a good many years, and I am one of the merchants who has put in practice some things which, if all retail grocers would do the same, would be better for them. I think the retail grocers of the country and this State may have helped to a great extent some of our trusts, because we have constantly bought goods from them, and to-day they control the bread and butter and other things which you and I deal in. For the last fifteen years I have cut out buying off the car that comes in. We have the Meat Trust sitting down in Chicago controlling the prices of meats, but for the last fifteen years I have cut them out. I haven't bought a dollar's worth of goods from them, and if you do the same I think you would be better off.

Mr. J. M. Christ, Mt. Carmel.—The meat question comes very much within my line, because I was raised out in that country. I had a friend from the State of Kansas last winter tell me conditions in that section. A cattleman whom he knew used to have 55 or 60 head of cattle every year. Years ago there would be 40 or 50 cattle buyers come along to purchase

his stock. Then one of the buyers got paying $\frac{1}{4}$ or a cent to $\frac{1}{2}$ a cent per pound more than anybody else, and within the space of six months the other fellows were entirely out of business, and when that was accomplished and there remained only the one buyer, he lowered the price $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound less than they had been getting before. It got so bad that the farmers cut out raising cattle. Eight or ten or these farmers used to send their cattle to the Kansas City market with one of their number, who would keep a strict account of how many cattle each man had, and when he got back he would divide the money among them according to the number each man sold. This friend of mine finally decided to make the trip alone with his own cattle. He had 24 head of beef cattle. The car arrived at Kansas City. My friend wanted to have it penned, that is, the cattle placed in the pen. They asked him, "Do you belong to the association?" He said, "I don't." "You must join the association," he was told, "before we can place your cattle." He made application to join. They charged him \$10 to join the association. Then they took his cattle from the car and placed them in a pen. He then considered he had a right to sell his own cattle, so he went to an old dealer and said, "I have a bunch of cattle I would like to sell." The man was about ready to buy, when along came another fellow and said, "Here is a bunch of cattle I will sell you for so much." The man said, "They are my cattle." He said, "No." "Why?" He said, "It don't make any difference, I am the salesman here and I am going to sell those cattle," and sell them he did, for $\frac{1}{4}$ cent a pound less than the man had been offered by the other man who wanted to buy them. Hay, which they got for \$14 a ton, they charged him \$22 a ton to feed into these cattle. For the water they gave him they charged him \$2. The cattle were sold. He got his money and he went home, \$35 and something out of pocket for his experience. That is the situation. The Beef Trust is selling meat in London, France, Germany and all foreign countries, the very best cattle that we have ever raised, the kind of cattle we don't get here, for 4 and 5 cents a pound less than it costs the home consumer. These conditions will continue as long as we keep voting for the money interests and their candidates for office.

President Crow.—I will appoint on the Auditing Committee J. E. Donnelly, of Butler, in place of Mr. Parfet.

The next order of business is the nomination of officers and the next convention city. Will the secretary read the list of officers to be voted for in regular order.

NOMINATION OF OFFICERS.

Mr. O. A. Patterson nominated for president of the association Mr. Wilmer Crow. Seconded.

On motion of Mr. Best, seconded by Mr. Leslie, the nominations for president were declared closed.

The next in order is the nomination for four vice-presidents. You can nominate as many as you wish. There are four to be elected. The one receiving the highest number of votes becomes first vice-president, and so on in that order.

V. P. Detzel.—I wish to thank the gentlemen of the convention for the courtesies they have shown me in electing me one of their vice-presidents for two years, and wish to state that I am not a candidate, so that there will be no misunderstanding, but I take great pleasure in nominating for vice-president Mr. C. J. Pohle, of Erie.

Mr. Weimer.—I wish to place in nomination the name of W. A. Stein, of Butler.

Mr. Spotts.—I nominate Mr. Justus Hess, of Tarentum.

Mr. Ray, New Castle.—I nominate Mr. M. W. Leslie, of New Castle.

Mr. Kaiser.—I take great pleasure in nominating Mr. J. H. Cilley, of Lebanon.

Mr. W. W. McCormick, Vandergrift.—I nominate Mr. J. E. McGeary, of Vandergrift.

Mr. Sower, Altoona.—I nominate Mr. C. H. Heintzelman, of Altoona.

Mr. Mullen, of Pittston.—I take pleasure in placing in nomination the name of Senator William Drury, of Pittston.

Mr. Lydell.—I nominate Mr. P. M. Malloy, of Williamsport.

On motion of Mr. Scully, seconded by Mr. Sowers, the nominations were declared closed.

Mr. Harland nominated for State secretary A. M. Howes, of Erie.

Mr. Kinds nominated Mr. Harry E. Blank, of Greensburg.

On motion of Mr. Spotts the nominations for State secretary were declared closed.

On motion of Mr. Patterson, of Philadelphia, W. A. Nelson, of Chester, was nominated for State treasurer and on motion of Mr. Weimer the nominations were declared closed.

Secretary Howes.—Next are nominations for the Executive Committee. The terms of P. M. Malloy and Albert Kaiser have expired and I have the resignation of Mr. A. S. Deeter, of Reading, whose term expires next year. This resignation was accepted Monday night by the Executive Committee, which didn't fill the vacancy, on account of the nearness of this election. There are two to be elected for two years and one for one year.

Mr. A. M. Latshaw, of New Brighton, was nominated by Mr. Leslie to fill the unexpired term of Mr. Deeter, resigned.

Mr. Scully, of Philadelphia, nominated Mr. P. M. Malloy, of Williamsport, to succeed himself.

Mr. Weiser nominated Mr. Albert Kaiser, of Philadelphia, to succeed himself.

Mr. Lydell raised the point that Mr. Malloy was nominated for vice-president and also as a member of the Executive Committee, whereupon Mr. Malloy withdrew his name as vice-president.

On motion the nominations for the Executive Committee were declared closed.

CONVENTION CITY.

Mr. Higgins, of Philadelphia, nominated Warren, Pa., as the next convention city. Seconded by Mr. Keudall.

Mr. Stewart, Johnstown.—Johnstown is still on the job for the next State convention. We had a glorious time last year trying to get our friends to vote for the convention to come there and we made many friends over it.

I would not attempt to describe to you the advantages of Johnstown, because I might interfere with the address given by our friend, Mr. Greer. Nevertheless, the invitation comes to you just as heartily, and I trust that we may have the pleasure of entertaining you at Johnstown next year. We need you worse than you need us. We are a young organization. We have a great many things to learn in our line in a practical way, and the reason we need you is for the personal contact, the suggestions, that we will probably receive from you, the practical methods which you are using in your own work. We need those suggestions which will come from you far more than you need us. We can entertain you as well as you can be entertained anywhere. Johnstown has a reputation for entertaining right royally. We entertained the Pittsburgh Chamber of Commerce a little over a year ago, and I trust that we may have the pleasure of entertaining this convention next year. (Applause.)

Seconded by Mr. Heisey.

On motion of Mr. Schutte, seconded by Mr. Bovard, the nominations were declared closed.

President Crow.—The next in order is an address, "Organization—the Sculptor. Not the Policeman," by Albert Kaiser, Philadelphia.

I take great pleasure in introducing Mr. Albert Kaiser, of Philadelphia. (Applause.)

ADDRESS, "ORGANIZATION—THE SCULPTOR, NOT THE POLICEMAN," ALBERT KAISER, PHILADELPHIA.

Mr. Albert Kaiser.—Mr. President, officers, members of the Retail Merchants' Association of Pennsylvania, I find myself placed in a position of dire abjection and am a specimen of the inventor being caught or trapped in his own invention, deserving of your sympathy, if not pity. Feeling that I have your sympathy, I generously reciprocate and will take some liberty with your indulgence and modify the text. "Organization—the Sculptor, Not the Policeman," is simply a question of brain versus force. It was not the man, not the hand which actuated the tactful taps upon the stone inanimate, presenting nothing, but gloom and cold that brought forth the Barnard statue which adorns the Capitol front of our State, but the vision which the man saw brought forth that life which tells the story of progress in our manufactures, science and labor.

In the subject prescribed there is vested the thought that it is more fitting for the association, as we know it here, to apply its efforts in forming, of itself, a plaster cast of the ideal merchant in an ideal service to the community and in conformity with the vision, guiding the fashioning hand of that cast, chipping from its integral units chip by chip the man primitive and reveal to the world the ideal merchant which, as consumers, we have a most perfect mental contour, rather than attempting by force to create an ideal public, and thereby in the ever distant days of affluence, promising ourselves to become the perfected purveyors.

This is attributed to William Penn. "If we would mend the world, we should mend ourselves." The old Quaker understood the philosophy of life. He realized that growth, its struggle and character, is in the quality of the unit.

The one God-given element which has placed man upon the highest plane of the kingdom of animate and to whose obedience the elements do bow, is love. From love emanate the materials from which is woven the fabric of society, trust, protection and service, the warp of which is service. Every flaw in the social fabric is an irrevocable record of a false shunt. The merchant, the warp of the social fabric—for upon him has been laid the responsibility of binding in firm conservation "trust" and "protection."

God knows how every purveyor of commodities is a merchant. That dealer who, through methods however novel, seeks to profit without rendering adequate service, or who by methods contrary to laws of political economy or misrepresentation, seeks to devastate competition, is no merchant. Morally, he is no less a criminal than is the pickpocket or the burglar.

The merchant cannot separate himself from the community. The service demanded of him is no other than the service which he is demanding of others. There are ever-rising merchants in our communities—there are such in this assembly—they are serving merchants. Their success

founded upon the rock that every expenditure which is conducive to social comfort and happiness is an investment, and every effort, financial or physical, which is short of this service a waste ripe for pruning.

The association is only the merchant in larger sense. It would be but repetition to elaborate on the organization, and when we resolve that the association shall do this or that, we enact an impossibility. We must resolve in the bonds of this association that I shall do this or that.

There are "service associations"—there are such represented here to-day. They have been ordained as servants of the community, not because of any effort to force the community to accept a deficient service, but by having put in reach of its merchant members that enlightenment and those economies which make him more useful.

The great error in association building has been the attempts at building a restraining organization. The restraining force embodied in those combinations, so common to our time, falsely known as trusts, has been largely responsible for the retribution which has come to them. Of course, the failure to render the promised economies helped some.

Now, gentlemen, the problem looks easy of solution, and it is easy. When you conceive that each member has but one unit to direct, and that a unit over which he has full control, we have no problem. Naturally, we say, "That's so." We hesitate. We query, "Why don't we?" Then, with a sigh, "We don't pull together." But then we are not developed merchants. When we are we will pull together; we can know naught else. All others will be out of the course.

The great distraction of the merchant is the unknown quantity of his competitors. He forgets that to his competitor the unknown capacity looms before him with equal awe. In association all things are revealed. X plus X becomes knowledge capitalized.

Some one has said that competition is war. Sherman said, "War is hell." Competition between two members of the brotherhood of man, out of harmony with the bond of fellowship, may be hell, but competition between men is the rarest sport afforded on this round globe. Competition does not embrace that art bordering on chicanery, by which the profit of one merchant can only be attained through a like loss to another. Competition means that art by which the finer sense of man is successfully appealed to, hereby leading to increased consumption.

Now, one word as to protection. Protection is the keynote to our associations as they are generally constituted to-day; and I grant you that many of us need that protection. Probably the most of us need that protection against ourselves. The prevailing view of the public to-day is that it should be protected from the prying of the merchants. No doubt both we and they need it. We cry for laws; they clamor for laws. They get them. We don't. They are 99 per cent.; we are 1 per cent. That is why we do not get the laws.

But we do need the law? Would even the most sanguine enactment appease us? I fear not. Our ideal merchant could readily project the means for full protection against misplaced credits and almost entirely eliminate losses from that source by forming a bureau or company whose functions would be to gather credit ratings, grant credits and insure against losses by reason of any default by the approved debtor. Not law, but improved protection. Not association building, but merchant building. Not reaching the top by pulling the top down. Not restraint, but expansion. (Prolonged applause.)

President Crow.—The next is an address, "Ethics Are More Effective Than Law," H. G. Berkhouse, secretary, Kane, Pa.

ADDRESS, "ETHICS ARE MORE EFFECTIVE THAN LAW," H. G. BERKHUSE, KANE, PA.

Mr. Berkhouse.—This is the first time that our organization has ever let me attend this convention. Our organization is two and a half years old and it is our first experience at your annual convention. I want to say that we are glad we came, and I want to take this opportunity, because I may not have another chance, to thank you all for the kindness and courtesy which has been shown us since we arrived in this city. I want to further say that these conventions are good things. They bring the merchants together from various parts of the State, and even though your problems were all the same, these conventions are good, for the reason that two heads are better than one and a number of heads are better than two.

Mr. Howes has assigned me a subject here to-day to speak upon. I told him at the time I would do the best I could with it, but I must confess I hardly know how to approach the subject. I have been very busy and haven't had a great deal of time to prepare on it.

I will have to approach it in the same way that Sam Jones approached the dog. One time he had occasion to visit the State of Georgia where he was holding a Bible service. He had occasion to cross a field in which a farmer and his help were engaged in plowing hay. There was a vicious dog alongside the wagon that spied the nigger and made a desperate rush at him. Mr. Jones reached out the side and grasped the pitch fork which was standing on the

ground, and when the dog got close enough to him, with the fork he tapped it on the diamond and jabbed the dog up pretty bad before he got him subdued. The farmer came running across the field, very angry, and wanted to know what he meant by injuring that dog. He said, "Why didn't you take the other end of the fork?" Mr. Jones said, "Why didn't the dog come at me with his other end?" I am going to approach the subject very much as it approached me. (Laughter.)

I don't think there is a man attending this convention here to-day who does not know there is a very close relationship between a retail business and the law of the State in which such business is conducted. If you don't know that, you know something else. You know that the greatest bug-bear, the greatest obstacle, the stumbling block, the millstone in the business world to-day, is the unsatisfactory credit system, the uncollectible accounts. I haven't looked it up, but I wouldn't be afraid to make this statement, that the uncollectible accounts and failure to collect what are considered good book accounts causes possibly, I will venture to say, three-fourths of all the business failures. Losses through bad debts and through poor credit accounts undoubtedly equals all the other causes combined. That is the condition of affairs as it exists. Knowing this fact, the credit system as it exists to-day and as it is connected in its relation with your business, is a very important subject. It is a subject on which the retail merchant should spend a great deal of time, for the reason that the collection business itself is a business. Remember that. You may know your respective lines of business, but the collection business is a business all by itself. The average merchant does not have time to learn his own business and the collection business. If you know these facts, possibly from your own experience, you know that the law of the State of Pennsylvania offers little or no protection whatever in the collection of your accounts. That possibly may be a strong statement to make. I want to prove that statement if you will bear with me a few moments. I want to show you why I make that statement. I want to show you it does not protect you. You say you are men in business and you are as much entitled to the benefit of the laws of your State as any other one set or body of citizens. Why is it then that you don't receive the protection due you? I will take just one case. I want to show you just what the average merchant is up against when he wants to collect his account. I am doing this for the purpose of bringing out a little later an object lesson to you in being careful in the beginning. Take, for instance, a grocer. I am going to take the grocer in the smaller towns. You men in the larger cities don't have the credit system we have in the smaller towns, and you don't have the obstacles to overcome as the merchants in the small towns do, and none of you have the problems to confront you that the small grocer has facing him because he comes in contact with these questions. John Jones owns a small grocery store. A man named John Smith is trading at his store and has been for some time. John Smith is a hard-working man, an ordinary working man getting his wages or salary and always pays his bill. Mr. Jones in going over his books discovers that there is a balance due him of \$40 from Mr. Smith as a grocery bill. And right there you may remember as a general rule that balance represents your profits. I had forgot to mention also that the poor grocer is the man whose profits are the least of any man possibly in the retail business to-day. For that reason it is up to him, and it is his business to be careful in this credit system. He finds John Smith owes a grocery bill of \$40. He decides he wants the money. He discovers something else; he discovers that John Smith is buying his groceries across the street at his competitor's store. He makes up his mind that if Smith is going to trade across the street at his competitor's store, he will pay his bill. John Jones writes a nice letter and tells him he would like him to come in and settle his account; it has stood long enough. Smith writes a letter and says, "Yes, that account should be fixed up, but it just about takes all I can make to make a living, and I will fix up that account as soon as I can." You have heard that expression before—"I will fix that account up just as soon as I can." It goes along possibly a year, may be two years, may be longer; the account is not fixed up; the time when Smith can fix it up hasn't arrived. Finally Jones wants to collect his \$40. He goes to the justice of the peace, who issues a summons made returnable in five days. Smith doesn't appear at the hearing. I might say right here, if he did appear and dispute your account it would be necessary for you to come in before that justice of the peace, or in a court of common pleas if your bill was large enough, and bring in your books of original entry in order to prove your little account of \$40. If Smith claims he didn't get that stuff at that particular time or he didn't get it from the party you claim he got it, it will be necessary for you to produce the clerk in your store who made that entry, and if that clerk isn't working for you now or is dead, it would be necessary for you to prove the handwriting of that clerk who made that entry. Smith didn't appear. You get your judgment of \$40. You wait twenty days. You decide you want your money. You notify him you got your judgment and you would like to

have it. He writes back, "I am very sorry; I told you once I will pay it as soon as I could, and I will." You decide you will make him pay that \$40 if it is the last thing you do. His wife can wear better clothes than yours; his children can go to the seashore on my money. Jones has an execution sent out. A paper is given to the constable which reads: "Go to Mr. Smith's home and levy on whatever you find in the house." What happens then? The constable has probably whispered something in Smith's ear when he reaches the house, so Smith presents a little piece of paper which reads, "I claim the benefit of the exemption law of Pennsylvania." The constable comes back to Mr. Jones the grocer and says, "I can't do a thing for you, Mr. Smith has claimed the exemption law of the grand old State of Pennsylvania; I cannot sell his stuff." Jones the groceryman immediately swells up and says, "Why, that is a strange state of affairs; under the exemption law he claims \$300; he has \$2,000 worth of stuff in his house." The constable says, "I will tell you what to do: you write out a little paper, we will have some appraiser appointed and we will appraise the stuff and find out, and if he owns more than \$300 worth we can sell it, it is not exempt." So he does that. The appraiser goes down and a lot of property is set aside as not exempt, subject to levy and sale. Then what happens? The constable probably whispers in his ear, or a friend will meet him in the street, or possibly he has enough money to employ an attorney. When the constable comes down to levy on the stuff and sell it, the wife owns the stuff. Jones says the wife don't own it, she has no right to claim it. May be she don't own it, probably she don't, but that is what you are up against. She may claim that her father left her money to buy it with or her former husband left her the money, or there may be a thousand other places where she got the money. At least you can't prove that she doesn't own the stuff. The constable will tell you you must furnish me a bond before I sell the stuff. The husband is liable for all necessities of life, but you can't charge a wife's estate with a husband's bill for necessities. Groceries are necessities. You can't attach her property. The constable wouldn't attach it unless you put up a bond with a good surety company to protect him from a lawsuit. You go to your friends. He finds it isn't so easy to get one of these bonds. He finds it isn't good practice to go on these bonds. Finally he does get a bond. He goes to the constable. The constable goes ahead and sells the stuff. The grocer who furnished that bond takes an awful chance, because if John Smith's wife brings suit for damages against that constable for making a wrongful levy and sale of that property, you will find that a scratch on the piano or a rug damaged comes awful high, and he will pay for the little scratch more than his grocery bill. Pretty soon the justice who handled the case for him presents a bill for the constable and the attorney fees, and it will amount to more than his original grocery bill.

Just a word about the garnishee law that was introduced and attempted to be passed at the last session of the Legislature. I want to ask you face to face, man to man, do you think you want a garnishee law? Do you think that a garnishee law is going to help you? Don't you know that the trouble is with you yourselves as merchants? Don't you know that you are like a physician treating a man who has been bitten by a rattlesnake and who spends his time dressing that wound and allows the rattlesnake to sit on the floor and bite the man again? If you can eradicate the evil itself, why do you want to permit it? Wouldn't the garnishee law place a premium on the credit business? Wouldn't it encourage and foster the credit business instead of discouraging it and abolishing it? He knows now that it is going to be a mighty hard matter to collect that account if he makes a mistake in judgment. Suppose we had that law. The man would go to the grocer and ask for credit. The grocer would say, "I don't know whether you are all right or not; if you are not, we have a garnishee law in the State of Pennsylvania and that will help me out." You are asking the Legislature to confess your own weakness and to encourage you in making mistakes. The grocers of this State represent 1 per cent. of the population. What is 1 per cent. of the voting population of this State in comparison with considerable more than 1 per cent. who do not want the law. You don't want any kind of legislation, in my judgment, which fosters this credit business. It is a cross; it is a black mark; it is a millstone; you don't want anything to foster it. We know a grocer who was an absolutely cash grocer. He went into bankruptcy, and he had \$4,200 on his books. He told the trustee he might be able to get \$3,000 of this amount, but up to the present time he has only succeeded in getting \$250 out of that \$1,200, and he has been working every day.

If you are going to do a credit business, do it; if cash, do it. There is nothing that will reduce your self-respect; there is nothing that will reduce you in the estimation of the public and the customers in general as to advertise your business as a cash business and then do a credit business.

We have posted in Kane conspicuous signs which read "Kane Business Men's Association: All persons applying for credit unknown to us must furnish references." The sign is the primary lesson in the edu-

cation of the public and the merchant. Along with that sign we have a little reference blank which we furnish to every member of our association. We do this for the protection of the retail merchants who find it necessary in order to hold their trade to give credit to certain new families who move into our town. At the top is a place for the full name and address: Do you own property? We always have that filled in with the name. Do you rent? If so, from whom? Where and for whom do you work? How long have you lived in Kane? Where did you formerly live? Can you furnish references from former town? Where do you buy your groceries, meats, dry goods, clothing, shoes? Do you pay cash at these stores or get credit? That will give you an insight into the man's general reputation and character. The most important part is this: "I certify the above information to be correct, and in consideration of the extension of credit to me, I do hereby relinquish all benefits of the exemption law in Pennsylvania now in force, and I also waive all rights in case of suit, or execution or appeal or any suit to recover the above amount or any part thereof." In this way we have the man who signs that paper.

REPORT OF STATE PRESIDENT.

To the officers and members of the Retail Merchants' Association of Pennsylvania.

Time in its onward march brings us to the close of another year in the history of our association, and we are in attendance at the fifteenth annual convention.

The record for the past year has been written, and upon that record we must be judged. The year has not been one of phenomenal growth, but yet we feel that some progress has been made.

ORGANIZATION.

During the past year the plan of organization work was changed. The need was greatly felt of having one or more organizers who would devote their entire time to the work. It required some time to secure a man who seemed to possess the necessary qualifications and who could be secured at a compensation your officers felt the organization would be justified in spending. Early in November, 1910, a contract was closed with Mr. C. A. Stuart, formerly secretary at Carbondale, and he entered upon his work at once. He has been over the greater part of the State and the work he has done will be fully covered in his report.

I want to say, however, that Mr. Stuart has done a somewhat pioneer work in reviving dead associations and in securing live organizations as members of the State Association. He has done much in imparting information concerning our work, which, while not bearing fruit at once, has been seed well sown and cannot but result in good later on if promptly followed up. The work of the organizer has more than ever demonstrated our great need of efficient local secretaries. In many cases his work has been barren of results because of the failure on the part of the local secretary to properly follow it up. In many towns throughout the State there are good organizations not affiliated with us that no doubt can be secured later on as a result of the missionary work that has already been done, and I would strongly recommend that the work of organization be continued.

LEGISLATIVE WORK.

The Legislature of 1911 has been one of the most remarkable for years in more than one respect. First, it had more new men in the House of Representatives than any session in recent years. The House was never more completely dominated than it was this time by one man from Philadelphia, and he the most radical opponent of our desired legislation.

Our garnishee bill was first introduced in the Senate by Senator Fox, of Dauphin County. It was reported from the committee promptly just as we had prepared it, and had every prospect of going through the Senate with slight opposition. However, when it reached second reading on the calendar it was referred back to the committee for amendment in a way that led us to believe that some quiet influence was at work against it. An investigation revealed the hand of the Legislative League of New York.

They had a bill of their own introduced in both Senate and House. The Senate bill never got out of committee and the House bill was reported with a negative recommendation. When our bill was sent back to the committee in the Senate our troubles began. It required over two months to get it again upon the calendar, and even then we had to submit to an amendment that we did not want. After a strenuous fight, and after having been defeated once, we finally succeeded in having it pass the Senate by a vote of 32 to 9. When it reached the House it was referred to the Committee on Judiciary Special instead of the Committee on Judiciary General where it should have gone. The majority of this committee were opposed to the bill and especially the chairman, which was of itself a great drawback. It was promptly reported out (we think through some lack of watchfulness on the part of its opponents). When it reached second reading it was referred back to the committee by its opponents, and it required most strenuous efforts to get it out again, and then only after its opponents in the committee felt confident they could defeat it, which they did twice, and after that it could not again be called up. The strongest political combination in the State was

arrayed against it. While the bill was pending in the House, Mr. Stuart, our State Organizer, was called to Harrisburg to assist in the work, which he did, and rendered valuable aid. While there he assisted in the defeat of the Salus weights and measures bill, which would have been a most vicious piece of legislation had it passed. The bill to repeal the mercantile tax was introduced by Hon. M. Clyde Kelly, of Allegheny County, and no man could have made a more determined fight for the passage as he did, both in the committee and on the floor of the House, but orders had gone forth from the powers that be that the measure was to be slaughtered, and it was. Although it had been reported from the committee with a negative recommendation, he forced the House most unwillingly to go on record on a resolution to place it upon the calendar, which resulted in a large vote in its favor, but not sufficient to accomplish the purpose.

Now, gentlemen of the convention, the foregoing is a partial history of last year. What about the future? Let us learn wisdom from our experiences of the past and profit by our failures as well as our successes. There is much to be accomplished, and it is for us to do our full duty. Shall we meet our responsibility? It is for us to answer by our work in the future.

Respectfully submitted,

WILMER CROW,
President.

(Prolonged applause.)

Mr. Kaiser.—I move that the report of the president be received and referred to the Resolutions Committee to extract from it such recommendations as would be beneficial.

(Seconded and carried.)

SECRETARY'S REPORT.

RECEIPTS.

August 8, 1911—	
Association entrance fees.....	\$70 00
Individual entrance fees.....	60 00
Capita tax	1,411 65
Individual dues	60 00
Printed forms	54 51
Convention proceedings	50 00
Expenses returned	17 63
Legislative contributions	953 86

\$2,677 65

Paid to treasurer

2,677 65

No cash on hand.

EXPENSE.

The Pennsylvania Merchant.....	\$46 62
Treasurer	40 00
Postage, telegraph, express.....	155 47
Printing and supplies.....	134 77
Secretary	503 31
Executive Committee	225 01
Organizing	580 42
Legislation	1,285 10
Convention	107 70

\$3,078 40

Respectfully submitted,

A. M. HOWES,
Secretary.

TREASURER'S REPORT.

Balance last audit	\$548 54
Receipts as above	2,677 65
	\$3,226 19
Expenses as above	3,078 40

Balance August 8, 1911.....

\$147 79

Respectfully submitted,

W. N. NELSON,
Treasurer.

Examined and found correct.

J. E. DONNELLY,
M. C. BLACK,
J. F. LYNCH,
Auditing Committee.

President Crow.—I will appoint the following Election Board:—

O. H. Best, Bethlehem; Joseph M. Laffer, Bellwood; Albert Moon, Carbondale.

On motion the convention took a recess until 2 o'clock P. M. the same day.

FOURTH SESSION.

SECRETARIES' MEETING.

Wednesday Afternoon, August 9, 1911.

The meeting of secretaries was called to order by Edward O'Brien, presiding secretary, at 2 o'clock P. M.

Mr. O'Brien.—We are to elect the presiding secretary. Heretofore it has been customary to select a nominating committee and leave to them the selection of a presiding secretary. It will not be done that way hereafter. We propose to allow each secretary to vote for whom he sees fit for presiding secretary. I will tell a little story, not on an Irishman, but on a Jew, his opinion of a politician. He had a son and wanted to know what this son would be when he grew up to be a man, so he said to his wife, "Wife, I would like to know what Jake will be when he grows up; I am trying to find out; I will put a Bible down on the table here, I will put a dollar down here, and I will put a quart of whisky here. If Jake comes in and puts the Bible in his hand, he will be a Rabbi; if he puts the dollar in his pocket, he will be a great man, like his father; if he takes up the whisky, he will be a drunkard. Jake came in and he spied the goods on the table. He picked up the Bible and put it in his pocket; picked up the dollar and put it in his pocket, and then picked up the

bottle of whisky and took a drink out of it and stuck it in his pocket. The horrified father said, "My God, he ain't going to be neither; he's going to be a politician." (Laughter.)

After the roll call we will have some remarks from Mr. Stewart, of Johnstown. The roll was called by Secretary Howes, thirty-one secretaries answering.

Mr. O'Brien.—Mr. Stewart will now address us on the topic of association building. Mr. Stewart has built up an association of 225 members within the last six months. (Tremendous applause.)

"Association Building," W. S. Stewart, Johnstown.

Mr. Stewart.—The great question for each secretary is: How shall I handle these problems in order that our members shall consider the organization a success and the secretary an active one—at least such is the ever-present question with the secretary at Johnstown.

The object of this paper is simply to acquaint you with the nature of the work at Johnstown, as this work is the practical result of ideas long under consideration by the State organization.

One of the objects of the great work is to educate the merchant that he must expect a fair compensation on every sale and in doing so he only receives that which is honestly due him, as he has not only his expenses to meet, but his profits to make as well, for the business that is unprofitable should close its doors to the public. Likewise, the secretary who does not have enough self-respect to require adequate compensation for his labors would do himself and his association a great injustice to cut the price of his labor, for the laborer is certainly worthy of his hire. No secretary can honestly and conscientiously develop a merchants' association when he feels that conditions are such that he cannot earn sufficient salary to drive away the blues, especially if he is inclined to get the blues.

Before starting work at Johnstown a year ago last April I was told by the State secretary of the association of the several associations that had died a natural death, due partly to inadequate dues. The secretaries of former associations were unwilling to devote their entire time to the work because of inadequate dues, therefore the work was obliged to suffer keenly from loss of attention. It has required personal work and many calls to induce the merchants to pay from 75 cents to \$2.50 per month, where they had been paying 50 cents per month; but it may be well to bear in mind that the constant dropping of the softest water will wear away the hardest stone.

We have endeavored to follow the lines of least resistance. Those merchants who had a wholesome regard for the work were requested to make calls with the secretary for new members, counting on four or five new members every day, and never less than three in any one day, until we could secure enough new members to allow time for other matters.

When we began at Johnstown we had one very definite resolve in mind which could not be broken, and which holds good to-day, and that is, under no condition shall we become discouraged.

The graded dues have a tendency to make the big fellows appreciate the value of the work and make them use the association more. Our largest houses would be willing to pay \$5 per month if necessary. One big house states that the advertising and soliciting commission work alone has saved them enough to pay their dues for ten years. The percentage paid the secretary means (at Johnstown at least) that half of the dues and half of the entrance fees are to be paid the secretary for his salary, and half the association commission on collections go to the secretary. Adequate and graded dues will accomplish that which might be impossible otherwise. Our advertising and soliciting regulations certainly have caused an endless amount of discussion and criticisms from those seeking endorsement.

Since our work became effective we have had some forty-five applications for endorsement for programmes alone, most of which have come from large societies who would not take "no" for an answer, but several times have fought the matter to the bitter end on the floor of the regular meetings, dying hard. We believe we are a long step in advance of some of our associations in our method of handling this phase of the work. We do not exactly follow our by-laws and constitution on this point.

Our president appointed a committee in charge of all advertising and solicitations and instructed the secretary not to give the names of this committee to any one.

The secretary secures all data and submits same to the committee, who thus far have refused to endorse everything except occasional worthy public exhibitions, and then with the request that the solicitor shall not confine his efforts wholly among the business houses, but is requested to call at the homes of the citizens. A carefully indexed record is kept of all advertisers, members and non-members using non-approved mediums. We use the State Association method with very good results. These letters do not savor of a dictatorial attitude in the least; simply show the value of the work and invite co-operation. We are just recovering from a big fight with a State-wide organization, which held a convention in Johnstown recently and applied for endorsement of their souvenir book for advertising. The matter was brought three times and refused each time

by the committee. The advertising solicitor either misrepresented the association or left the wrong impression with the merchants, which caused a number of the largest houses to make inquiries regarding statements made by the solicitor. The work done by the secretary at the request of these large houses to prevent these solicitors from tearing down the good work we had already done put the solicitors in wrong and broke down their strong attack, and they lost out. The matter was carried considerably farther than I care to discuss, but will say that it was carried to the extreme limits with telling effect, but we emerged from the bitter conflict none the worse and much stronger and better prepared for a good strong fall out of the next adversary who desires to repeat the methods of his predecessor. We have one and two solicitors call nearly every day for endorsement. We use the system used by the Erie Association, as follows: We have a Moore's binder to file solicitors applications, which contain all necessary inquiries for the association. After securing all possible data the committee is called and considers same and invariably refuse endorsement. The members, however, have the privilege any time of having these matters up for discussion at the regular meetings, which occur occasionally, always referring the matter to the committee. This we do to avoid cliques or political tendencies. Occasionally a vote is taken at a regular meeting, with an unanimous "no" for no endorsement. There is no one outside the Executive Council and the secretary who knows who this committee is composed of, by order of the Executive Council, thus relieving the secretary of occasional unpleasant duties. Johnstown seems to be pointed with programmes and the like. The following have come under the merciless axe of the committee: all programmes including theatre programmes, hotel registers, thermometer and barometer advertising, State curtain advertisements, baseball score cards, phone director, souvenir books, cash and merchandise donations, and schemes of chances from churches, lodges and societies too numerous to mention. College announcements from neighboring towns, gun clubs and piano schemes of chance fostered by individuals. We do not dictate to any one using an unapproved medium, but we do send letters to all merchants using unapproved mediums, whether members or not, which is very much like the letter used by the Erie Association. Then, too, we charge each unapproved medium with a number and that number is charged to the merchant using the medium. Thus we know from time to time how often our members go astray.

CREDITS AND COLLECTIONS.

We have educated our members to use the telephone instead of publishing a credit directory, as a credit directory seems to savor too much like the methods of the credit experience guide, which is responsible, in part, for some of the problems in our field. We tried for a while the Cleveland Credit Men's Association method, but found one feature of it impractical, that of sending out information at regular periods (weekly) to the members. We found that our members had their friends and would show John Smith an X rating we had published about him, and we probably would lose some member thereby, who felt a stronger regard for his friend's delinquency than for the association. Then, too, these reports would become cumbersome and bulky on a business man's desk or file. The article recently published in the "Pennsylvania Merchant" about the Cleveland Credit Men's Association sending out a call sheet for information took shape in Johnstown in such a way as to prove very practical for us in several ways. First, we find, as you do, that business men regard the information they possess on their trade as an asset too valuable to part with. We also found that no merchants objected to give special reports even on their best customers. We will not issue any credit information to our members on paper, but have somewhat reversed the method by having it sent to us. We also send these call sheets to many merchants who are not members, as an advertising medium; in fact, it will not be long when every merchant in the Conemaugh Valley will receive these call sheets.

We have four branches besides the main body of the Chamber of Commerce for convenience only. They are Moxham, Morrellville, Conemaugh and the Grocers and Meat Dealers' branch—Moxham, Morrellville and Conemaugh are about two miles away from the meeting place of the Chamber of Commerce. The Grocers and Meat Dealers' branch meet in the association parlor without lunch, monthly. The regular meeting of the main body falls on the first Tuesday of the month at 6 P. M. for supper, and during the fall and winter months we have from forty to sixty around the table. On the 19th of July we succeeded in organizing the Conemaugh Branch, with thirty around the table. Each of the branches has its own chairman and discuss all their own problems.

Our collections are made by following the methods of the National Collection Association. All claims we cannot handle are turned over to our collector, who works on a straight commission. We charge a commission of 25 per cent. on all collections.

It is only proper and just that your attention should be directed to the assist-

ance rendered by the State secretary, Mr. Howes. When I went to Johnstown I kept in very close touch with him and received most valuable suggestions. He started Johnstown on the 1-2-3 delinquent slips, along with some other printed matter. Everything I use comes from the State Association, with but very few exceptions. We subscribe for the "Pennsylvania Merchant" at club rates, for every member. We have written up but little insurance.

The endorsement of the Industrial Committee to the Southern Cambria R. R. Co. raised \$30,000 for the extension of a part of their line, which will be in operation by the last of October. This committee is also rendering valuable aid to further the extension of one line of the Johnstown Passenger Railway Co.

The Municipal Commission is assisting the Civic Club and has also adopted a policy to clean up the eyesores, or tin can dumps. A list of eyesores was submitted for our perusal. Through the aid of the city clerk we secured the names of these properties and wrote letters to the owners, requesting co-operation along this line. Pictures were also taken of a number of these eyesores before cleaning and after, and soon the pictures will be published, showing the contrast, but we began this work a little late in the season.

Our Park Committee is to assist the City Council to acquire a large tract of land as a picnic ground. For our first banquet we had the trade booming department of the Pittsburgh Chamber of Commerce for our guests, at which time we entertained 300 friends and guests. For the second banquet the guest of honor was the Hon. Joseph Fels, the well-known Fels Naptha Soap manufacturer, and also our president, Wilmer Crow, whose short address was very much appreciated. At this time we had 160 members and seated 150 people. Our third banquet, held at the expiration of our first year's work, was known as the first annual banquet.

We have the following active committees: Industrial, Municipal, Public Parks, Trade Extension, Advertising and Membership, Advertising and Soliciting, Credits and Collections and Wholesalers.

Mr. P. S. Weber, Du Bois.—We have a resolution on our records regarding advertising and we have a large card printed in colors which specifies the resolution that the business men who are members of the Exchange will not contribute to any scheme of advertising. If Mr. Jones comes in our town with a request for a contribution or soliciting an advertisement, whether he is a citizen of the town or not, the member of the Exchange will say "Where is your permit to ask for this?" If he can't show a permit signed by the secretary, with the seal of the Exchange thereon, the plan is turned down.

V. P. Leslie in the chair.

Mr. Latschaw.—I move that no resolution be received after the adjournment of this session.

After discussion, participated in by Messrs. Howes, Cramer, Schutte and others, Mr. Spotts amended the motion to read that no resolution be received after tomorrow morning.

Mr. Mayer, Mr. Howes, Mr. Harlan, Mr. Toby and Mr. Pohle discussed the amendment and the original motion, after which Mr. Latschaw, with the permission of his second, withdrew his motion.

Mr. Pohle.—I move that we now hear the report of the Resolutions Committee. Seconded and carried.

REPORT OF COMMITTEE ON RESOLUTIONS.

Mr. Edgar.—The first resolution is:—Whereas, It has pleased the Almighty, in his infinite wisdom, to remove from us our fourth vice-president, Mr. H. J. Rich; therefore be it

Resolved, That in the death of H. J. Rich our association has lost a valuable officer and the merchants who have had the good fortune to know him a valuable friend, whose loss we greatly deplore and whose memory we will long cherish; and be it furthermore

Resolved, That a copy of these resolutions be entered on the records and a copy forwarded to the family of Mr. H. J. Rich and the Pottsville Merchants' Association.

On motion the resolution was unanimously adopted.

Mr. Edgar.—The second is:—

Whereas, The custom of closing stores of Wednesday afternoons during the summer months is steadily growing in favor; and

Whereas, Experience has shown that it conduces to a better feeling between employer and employee; therefore be it

Resolved, That we, as merchants of Pennsylvania, in convention assembled, hereby place ourselves on record favoring such a movement, and will do all in our power to encourage its general observance.

The committee recommend that inasmuch as local conditions vary, the committee deem it unwise to recommend this resolution for adoption.

On motion the report of the Resolutions Committee was adopted, and the resolution lost.

Mr. Edgar.—The third resolution, offered by Secretary Howes, is:—

Whereas, Contamination of the Great Lakes by the emptying of sewerage and other impurities; and

Whereas, Cities have had typhoid fever epidemics, caused by impure water supply.

ging sickness to thousands of homes deaths to several hundred persons; and whereas, The State of Pennsylvania is powerless alone to legislate effectively for prohibition of this pollution; therefore be it resolved, That this association indorses Sulzer resolution, providing for the appointment of an International Commission by the United States and the Dominion of Canada, to establish regulations forbidding pollution of the waters of the Great Lakes by sewerage and other causes of disease and epidemics breeding contamination; and be it further resolved, That these resolutions be sent to the secretary to the local affiliated societies, with a request for concurrent action; and be it further resolved, That the several resolutions adopted by these various assemblies be communicated to the President, W. H. Taft; Secretary of State, P. C. Knox; Commissioner Sulzer, of New York, referred to him as author of said resolution, and the United States Senators and Congressmen of Pennsylvania.

Erie had 1,100 cases of typhoid and deaths, Toledo, Cleveland and Dunkirk some Canadian cities on the Great Lakes had similar typhoid epidemics last year, which has been traced to the same common cause.)

The committee recommend that the above resolution be adopted and forwarded as a motion from the State Association only. A motion of Mr. Boyard the report of the Resolutions Committee was adopted. Mr. Edgar.—This is offered by Mr. D. H. McKin, of Penn Station:—

Whereas, By absenting themselves from convention, by absenting themselves from regular hours of our convention's important work during our sessions, thereby retarding the good work for which conventions are called, and evidencing unbusiness-like methods; therefore be it resolved, That a system of roll call be adopted at the convention sessions, and the record of the attendance of the various delegates be forwarded to their respective associations immediately on the closing of our future sessions of the State Association; allow no part of the programme for our entertainment to in any way interfere with the convention's work; the sessions last; kindly insist on long hours for work, with the work done, then play; with business made the issue, better results must follow. The committee report that inasmuch as conscientious delegate, whose expenses paid to our convention, would absent self from the sessions of the convention, the committee feel that to adopt the above resolution would be a reflection on the integrity of our delegates, and therefore recommend that it be not adopted.

Mr. Curran.—I move that the resolution adopted, regardless of the recommendation of the Resolutions Committee.

Following a discussion by Mr. Wagner, O'Brien, Mr. James, Mr. Lydell and Edgar, the motion was carried.

Secretary Howes.—I move that the secretary's election close.

Seconded and carried.

Mr. Edgar.—The Committee on Resolutions have carefully read the president's report and feel that we cannot offer any resolutions strong enough to express our feelings in the matter of legislation offered by the late Legislature, but suggest that these are stronger than resolutions. We are resolved, That this association is indebted to President Crow and his cabinet for their hard work at Harrisburg, and extend to them our heartfelt thanks, and urge them of our sincere appreciation. The committee recommend its adoption.

Adopted.

Mr. O'Brien.—I move that the convention extend a rising vote of thanks to the Traction Co. for the courtesies extended to them while in this city.

Vice-President Leslie.—I would rule that Mr. O'Brien's resolution be written out by him and handed in in the morning.

Mr. Goldstein.—I think our thanks are due to our host and not to the people individually. I think the association of Lebanon will take care of anything of that kind.

Mr. Lydell.—I move that we adjourn until 5 o'clock for the election.

Motion seconded.

V. P. Leslie.—The chair rules that we adjourn until 5 o'clock.

Recess.

The convention reassembled at 5 o'clock M. V. P. Leslie in the chair.

V. P. Leslie.—The next item of business the organizer's report, Mr. C. A. Stuart.

REPORT OF ORGANIZER, C. A. STUART.

Mr. Stuart.—This is a report from November 7, 1910, to August 7, 1911. Started work in Wilkes-Barre, made general canvass of all members soliciting insurance and explaining proposition; wrote policy for \$3,000.

Went to Reading and made canvass especially among coal dealers.

Addressed big meeting at Lebanon; secured 130 subscriptions to "Pennsylvania Merchant."

Mauch Chunk.—Addressed meeting. Secured 50 subscribers to "Pennsylvania Merchant."

Tamaqua.—Secured meeting; talked on fire insurance; secured 58 subscriptions to "Pennsylvania Merchant."

Pottsville.—Talked on fire insurance. Worked Scranton and vicinity. Addressed association at Scranton on insurance. Formed circle of individual members in Clarke Summit, Factoryville and Dalton of nine members.

Secured two individual members at Peckville and wrote \$3,000 fire insurance.

From January 1, 1911:—

First actual organizing was attempted in Norristown the first of the year. Was met here by opposition; the Merchants' Mercantile Agency had just finished their work and had secured 200 members. We tried to get Mr. Johnson to work up an association, with the idea of becoming secretary, but we were obliged to give up the idea.

Called on merchants of Coudersport; they thought they were not ready for the State organization and could not be convinced otherwise.

We had a fine meeting in Phoenixville January 17th. They unanimously agreed to join, but at the next meeting a few men ruled and they changed their minds.

Pottstown.—A few leaders were anxious for organization, but they could not interest enough members. Things were very dull there at the time. They asked us to be sure and see them early in the fall, stating that they would work hard to effect an organization.

From January 21st to February 4th we worked in the vicinity of Philadelphia, Jenkintown, Hatboro, Media, Bryn Mawr, Swarthmore, Lansdowne. In Media we secured three individual members; in Bryn Mawr one. Lansdowne wants an organization this fall.

West Chester.—Organization here. President did not want to call a special meeting. Invited to call again.

Coatesville.—Good meeting. They decided to reaffiliate.

Elizabethtown asked to call this fall.

Ephrata.—Small association, asked to see them later.

February 20th attended a banquet at Coatesville. It was a very fine affair.

Harrisburg.—Attended meeting of the House, also committee meetings in interest of our bills.

Millersburg.—Association here; asked to come again.

Mt. Union.—Attended meeting; decided to affiliate.

Bellefonte.—Spent some time here, formed good association; they have not yet sent in application.

Lock Haven.—Could do nothing here at the time.

Cresson.—Good meeting; affiliated.

Barnesboro.—Small meeting; decided to attend to matter at next meeting.

Tyrone.—Gave insurance talk.

Indiana.—Small association here; no life; could not land them.

Jeannette.—Settled insurance matter.

Uniontown.—Made arrangements with secretary of Board of Trade to take up work of Merchants' Association.

Mt. Pleasant.—No interest; flat failure.

Pittsburgh.—Attended meeting of Lawrenceville Association.

Washington.—Officers agreed to affiliate as soon as possible.

Cannonsburg.—Good meeting, talked on insurance.

New Kensington.—Good meeting, postponed action. Usual result when things are postponed.

Verona.—Good meeting; voted to affiliate.

Pittsburgh.—April 20th worked among merchants and Senate Bill No. 98.

Ford City.—Good meeting here; postponed action.

Tarentum.—Good meeting; talked on insurance.

N. E. Pittsburgh.—Good meeting; talked on insurance.

S. S. Board of Trade.—Addressed big meeting.

Kittanning.—Banquet and organization. They agreed to affiliate. Don't know why they have not.

California.—Good meeting; they affiliated.

Monongahela City.—Formed good association; don't know why they did not affiliate.

May 22d called to Harrisburg to aid President Crow in Legislative work.

Charleroi.—Good meeting; another postponement.

Oil City.—Could not arrange a meeting.

Franklin.—Also dead.

Titusville.—Talked on insurance.

New Bethlehem.—Good meeting; another postponement.

Du Bois.—Talked insurance individually to several members.

Ridgway.—Started association.

Youngsville.—Good meeting; secured affiliation.

Warren.—Talked insurance to members individually.

Renova.—Interested several merchants; invited to come early in fall; have leading merchants to start with.

Lock Haven.—Good meeting; they decided to affiliate.

Troy.—Worked for individual members.

Watson.—Could not interest enough merchants.

Milton.—Good meeting; will probably affiliate August meeting.

Newberry.—Small attendance; not good meeting; they decided to affiliate.

Northumberland.—Could not interest merchants.

Sellsgrove.—Good meeting; did not get decision that night.

Bloomsburg.—Big meeting; practically decided to affiliate; will attend to matter at September meeting.

(Prolonged applause.)

On motion adjourned to Thursday, August 10, 1911, at 9 o'clock A. M.

THIRD DAY.

FIFTH SESSION.

Thursday Morning, August 10, 1911.

The convention was called to order by President Crow at 9 o'clock A. M.

The minutes of the sessions of the previous day were read and approved.

President Crow.—The next item on the programme is that J. E. Reimoch, Esq., will reply to any questions of law that may be introduced in the convention.

There having been none presented, we will pass to the next order, which is the report of the Retailers' Mutual Fire Insurance Co. of Pennsylvania.

REPORT OF THE RETAILERS' MUTUAL FIRE INSURANCE COMPANY, JULY 31, 1911.

RECEIPTS.

December 30, 1910	\$2,244 71
Regular premiums ..	\$10,168 17
Policy fees	594 00
Extra	25
Cancelled	4 99
Salvage	24 00
	10,791 41
	\$13,036 12

EXPENSES.

Agents' commissions,	\$1,640 56
Printing and supplies,	114 94
Directors	175 28
President	125 00
Secretary	597 50
Treasurer	60 00
Postage	150 09
Refund	97 23
Advertising	136 00
Special agents	431 36
Rent	25 00
Taxes	9 65
Loss	1,122 06
Adjustment	92 00
Auditors	25 00
Bonds	15 00
Investments	1,729 76
	\$9,547 33
	\$3,488 79

RESOURCES.

Balance in treasury,	\$3,488 79
Interest bearing certificates	12,000 00
Agents' balance	1,130 20
Premium note reserve,	\$276,343 32
	\$292,962 31
Insurance in force,	\$3,339,420.00.

Saved to date, compared with standard rates, \$100,183.71 in premiums.

Insured July 31, 1910, to July 31, 1911, 1,942 policies. Saved last year, compared with standard rates, \$15,816.20 in premiums. Saving averaged \$8.15 each policy. Each policy written averaged \$1,393.

Nowhere over \$3,000 to one risk, not over \$9,000 to one quarter square. All risks under fire protection. No manufacturing. Mostly mercantile and dwelling properties, buildings, stocks, household goods.

Mr. Schutte.—I can't get this insurance proposition through my head. If the Retailers' Mutual has nothing to do with this convention, how can this convention vote on that?

Secretary Howes.—The By-Laws of the company provide that a detailed statement shall be made by the company at the annual convention of the Retail Merchants' Association.

Mr. Schutte.—What has the Retail Merchants' Association of Pennsylvania got to do with the insurance company?

President Crow.—They are interested because they are policyholders.

Mr. Detzel.—I move that the report be received and spread on the minutes.

Mr. Goldstein.—I suppose most of the delegates are looking for information. We haven't taken up the insurance in Titusville for the reason that most of our people haven't become familiar with the details of that company and its workings. I suggest that you devote about ten or fifteen minutes to answering questions about the details of the fire insurance company, so that we can tell our people something they don't know.

Secretary Howes.—I sent a great deal of matter to each one on the subject.

Mr. Goldstein.—I would like to ask the question what your insurance costs per \$1,000?

Secretary Howes.—There is no fixed rule to go by, except that the By-laws provide a cash premium one-half the standard rate.

Mr. Goldstein.—What does it cost your company to sell the insurance?

Secretary Howes.—No fire insurance company can tell. The cost cannot be determined until the policy expires. The losses are an unknown factor.

Mr. Goldstein.—You are doing a certain amount of business every year. What is the first cost to you to do that business?

Secretary Howes.—A copy of the last annual report will show what portion went into surplus and what portion went to agents, and your secretary has a supply of these reports.

Mr. Lydell.—I would like to ask the

president if all the By Laws that this fire company has are printed upon the back of the policy, and if those are the only By-Laws and Constitution that govern this company?

President Crow.—Yes.

Mr. Lydell.—As I understand, the Executive Board can change this on a special call of that company at any time?

Secretary Howes.—We can change the By-Laws but not the Constitution of the company. The directors may prescribe the By-Laws, but they can't change the Constitution. The policyholders must do that.

Mr. Best.—How are the rates to be found out—what rates are to be charged?

Secretary Howes.—The Constitution is this: In each county in this State the old line companies are organized by counties. They have an Underwriters' Association. That Underwriters' Association has a secretary. That secretary makes the rates, subject to the approval of the General Committee at Philadelphia. The rates can be had through any member of the Underwriters' Association by the insured or from any agent who is a member of the board to whom he is willing to give it to. In some localities the agents have difficulty in making rates. In some localities our agents are members of the Underwriters' Association and get their rates direct. I had it happen in some other localities. The agent is able to affect a combination for terms with some old line agent. Like this: He would say, "I want this rate of you, and in exchange for that courtesy, if I can throw any business your way I will do so." Our company can't take all the amount. It is never safe to take the rate of an expired policy in writing the application, because every risk is rated differently, on its own merits, and these rates are subject to change as the hazard changes, and the expired rate a year ago may not be the present rate, so always ascertain the present rate.

Mr. Best.—Is it expensive to be a member of the Board of Underwriters?

Secretary Howes.—That differs in various localities. In some places the expense doesn't cut as much figure as the objection of the local agent. In some localities the Mutual agent can't join the local board. Under the By-Laws of the association they can't join. When I undertook the agency in Erie, on account of being an old line agent I applied for membership on that basis.

Mr. Best.—I think one of the foremost things that the Retailers' Mutual ought to do would be to settle a better rate or ratings themselves, so that they would have something to go by. It is a simple proposition to make a rate.

Secretary Howes.—We don't make the rate; we take the standard rate as our basis.

Mr. Best.—I understand that fully.

Mr. Goldstein.—From what I understand it is absolutely necessary for a policyholder to secure collateral insurance before he can secure mutual insurance. All he has to do would be to take the rate of the other policies.

Secretary Howes.—We don't in our company have concurrent insurance. We charge on the larger risk. We would in your case.

Mr. Goldstein.—I was given to understand concurrent insurance was absolutely necessary.

Secretary Howes.—No. A man has a little confectionery stock of \$800, we will say. You couldn't expect him to supply such a small item.

Mr. Goldstein.—We were informed at our association meeting that such was the case.

Secretary Howes.—We prefer to have concurrent insurance, for this reason: that the old line companies have special agents who go around. If the risk has increased, that special agent sees it and he has his rates adjusted and we get the benefit of it without any expense.

Mr. Goldstein.—If you have been misinformed by the local board of insurance underwriters as to the rate and your board passes on it and there happens to be a fire, how would the adjustment be made?

Secretary Howes.—I don't know that we ever had a case of that kind come up.

Mr. Grossman.—This Underwriters' Association is against us on this insurance proposition.

Secretary Howes.—Particularly in Allegheny County. They have the tightest combination of insurance agencies anywhere in the State, and they are not under the direction of the Middle Department. They have a little close combination of Allegheny County. That is the tightest thing I know of in trusts.

A Delegate.—I have gotten insurance and I expect him to furnish me the rates I ask for. Suppose they are wrong?

Secretary Howes.—Have you any reason to believe that the rates he gives you are wrong?

A Delegate.—Sometimes he isn't just sure on his figures. He looks at his books and then comes back and then says, "That is all right, just let it go at that." What are you going to do about that?

Secretary Howes.—Let it go at that.

A Delegate.—If there is a fire, does the policy stand?

Secretary Howes.—Sure. We accepted the risk. You have accepted the risk as agent and the company has accepted the risk as a company and binds us to protect the risk.

Mr. Kaiser.—Mr. Howes said we had accepted the risk and it would go. I want

to add to that if we know or learn that rate was knowingly put in there as being wrong, the company would not be liable, because there is a clause in the policy that vitiates it on that basis.

Mr. Dobie.—Has this general committee appointed by the State secretary and which passes on these applications any means of knowing whether or not the rates charged by local agents are correct?

Secretary Howes.—Yes. In the first place, what we call our application blanks the old line companies call their daily report. Erie is a typical city. Every member of the Underwriters' Association has a deposit up with the Underwriters' Association to maintain that rate and those conditions. To prove that he does do it the number of the daily report of every policy goes to his company through the office of the secretary and must have the secretary's O. K. on it. That bears a number, agreeing with the number of the policy, and all missing numbers have to be accounted for, so that they have that absolutely cinched. Ours don't go through the local board, because our company is not a member of the Underwriters' Association.

Mr. Black.—In case of fire, do we have to submit to the local Underwriters' Adjustment Committee on the loss that is sustained?

Secretary Howes.—The ruling of the directors governing adjustments is this: Where the property loss to our company is less than \$200, the local agent and Insurance Committee act as adjusters; where the loss exceeds \$200, we employ a professional adjuster, because we find it gives more satisfaction to all parties and a better settlement, because insurance adjusting is a business of itself, which requires technical knowledge, and if the adjuster and the insured don't agree, then the terms of all policies provide that each party to the settlement shall select a referee and those two referees shall select an umpire, and the findings of the three shall be binding upon both the contesting parties. We had one adjustment of that kind during the year.

Mr. Black.—The reason I speak of this is that, as you have stated, in Allegheny County they have an iron-clad association, and they are fighting this fire insurance in our midst there, and if we have to submit to fire adjustment of their adjuster we will get the worst of it.

Mr. Howes.—Our experience with adjusters during the past eight years is that every adjuster, with possibly one exception, did his best to be fair.

Mr. Black.—It isn't in our case. It is their business to stand in with their companies or they would lose their jobs.

Secretary Howes.—That hasn't been our experience or observation.

Mr. Kaiser.—I want to say regarding most of our adjustments, we have been using what is known as the General Adjustment Bureau, which is a corporation not connected with any insurance company whatever. It is formed for the purpose of making money in investments and minimizing fire loss adjustment, and I think for six years we have not used individuals, but this adjustment bureau, and it has been very satisfactory.

Mr. Dobie.—The secretary didn't answer the question in regard to the charge by the local agents. Is it possible for me as a local agent to charge for insurance, to have it go through and the policy written on that basis? Have we any means of protecting these rates?

Mr. Kaiser.—I want to say Mr. Dobie that the rate question is left entirely with the local board, and we trust the local board can pass upon the policy and the rate. There is no way except by some correspondence that either the secretary or any of the officers of the insurance company check up that rate to find out whether it is right or wrong.

Secretary Howes.—I differ with you on that. I have a number of times confirmed the rate where I was in doubt by giving the location and the nature of the risk to the Underwriters' Association in Philadelphia, where they have on record all rates, a duplicate of all the rates in the territory.

Mr. Kaiser.—I will admit that Mr. Chairman; that can be done; but nevertheless the confidence on the whole is on the local board to secure that rate.

Secretary Howes.—Sure.

Mr. Stewart.—If there has been a mistake made Mr. Reinhold, of Philadelphia, sets us right on that matter.

REPORTS OF COMMITTEES.

The Auditing Committee reported they had audited the books of the secretary and the treasurer and had found same correct. On motion of Mr. Schutte, the report was received and placed on file.

REPORT OF ELECTION BOARD.

Votes for Secretaries.

President, Edward O'Brien, 15; vice-presidents, W. L. Stewart, 10; George L. Dobie, 10; O. H. Best, 9; J. E. Donnelly, 9; J. W. Rittenhouse, 8; R. F. Cook, 7; D. S. Weber, 5; State secretary, A. M. Howes, 13; assistant State secretary, J. W. Rittenhouse, 8.

The result of balloting for officers of the Retail Merchants' Association is as follows:

President, Wilmer Crow, Harrisburg; first vice-president, C. J. Pohle, Erie; second vice-president, M. W. Leslie, New Castle; third vice-president, W. A. Stein, Butler;

fourth vice-president, J. H. Cilley, Lebanon; secretary, A. M. Howes, Erie; treasurer, W. H. Nelson, Chester; executive committee, one year, A. M. Latshaw, New Brighton; two years, Albert Kaiser, Philadelphia; P. M. Malloy, Williamsport.

Next convention city, Johnstown.

On motion the report was received and accepted.

President Crow.—I have the pleasure of introducing to you Mr. J. C. Taylor, of the Chester Board of Trade, who is to address you. (Applause.)

"CITY GOVERNMENT BY COMMISSION," BY J. C. TAYLOR, CHESTER, PA.

Mr. Taylor.—The "initiative referendum and recall" as known by present day students of American government have furnished more food for thought and public discussion during the past few years than have any other public questions, and, from a municipal viewpoint, more than all other public questions combined. These bed-rock principles of commission government have had the devoted attention and conscientious thought of not only the very best American statesmen, but also of the millions of thinking men who are so fortunate as to be able to boast their citizenship of the one hundred and thirty odd cities of our country which have adopted it and are thriving under its practice as never before. The press of the country has recognized the merit and influence of this form of government and each day records new municipal converts and a wonderful achievement in cities which have had time and opportunity to try out what was but a short time ago considered a theory.

The trade organizations throughout the country have taken the subject up and to them and the individual effort of the business man is largely due the credit of success, where success has been attained. I say where success has been attained, having in mind the effort involved in securing the adoption of commission form of government and not of its results; if not the battle has been to first wrest control from a band of political pirates in order to cast adrift a system conceded by the pirates themselves as a monstrosity. Once the shackles of cumbersome, irresponsible government broken and a commission of business men, alike to a private corporation, placed in authority, success is not only theoretical, common sense result, but it has been demonstrated without a single exception in every adopting city.

The business men of this country realize the important ties between business and government. It is indeed unfortunate that our right of suffrage is subject to such abuses that very frequently business sagacity is submerged by caprice and political trickery. The imperfections of the present municipal government in Pennsylvania and these abuses have set the business man and intelligent citizen to thinking, and it is safe to say that among such men there is practically a unanimous opinion that something must be done and that our hope and plea is at the door of government by commission. I am not unmindful of the fact that there are those who differ in opinion, but it is safe to say that with few exceptions the opponents of commission government are limited to the professional politician, unwilling to hear the message of progress and to learn the reason why. A year or more ago there were those of the "wait awhile" and "let us see" class who, if not now able to formulate an intelligent conclusion, are immune from facts and argument or are in lethargic sleep. I say "conclusion" because comparative statistics compiled by commission governed cities have left no room for "opinion" on the general proposition in favor of abolishing a farcical system in favor of an effective one. I had the honor of addressing the convention of cities of the third class of Pennsylvania at York last year and I believe I am right in saying that every city represented openly acknowledged the impotency and utter failure of our present form of municipal government. It is true that the able municipal lawyers and other city officials present and expressing themselves at the convention based their criticism against our present city government very largely on the grounds that our councilmanic body is so large and unwieldy that nothing gets done and that there is no direct responsibility, either for no administration or for mal-administration.

Commission government supplies the double remedy for these admitted evils. Our recent legislature corrected a similar evil existing in our school boards by reducing the number of directors from twenty-two to nine in our city, and correspondingly in others, and provided that they should be elected at large. This is one of the few good things done by our last legislature which are hard to find among the chaff. Your garnishee bill and mercantile tax repealer, you will find got lost on their way to the hopper, and right here let me say that it is the extravagant government of which we complain that requires you to pay a tax for the privilege of doing business, and as the able editor of your organization paper has said—is responsible for occasional dishonest returns in making up reports of a just burden. Regarding your garnishee bill which is aside from this subject, let me say that again political intrigue prevails over business sagacity which not only encourages dishonesty with the laboring class at the expense of the merchant, but in the end will work a hardship upon them by putting all business with this class of people on a cash basis. The day has gone by when the average merchant who

extends credit can compete with his competitor who does a strictly cash business and has a chain of stores in the bargain, unless the law affords some protection to the merchant willing to be indulgent with the laborer until he gets his wages.

EXISTING DIFFICULTIES.

When one attacks or criticizes an established system or procedure, the burden of proof is necessarily on him to point out defects and to produce a remedy. The natural questions are therefore: What is wrong with our municipal government? and if there is something wrong, what is the remedy? It is conceded by even the sponsors of our present city government that the machinery does not work efficiently and economically. Its admitted shortcomings with respect to cities of the third class in Pennsylvania are that we have too many councilmen and a consequent division of authority that fixes no responsibility. Governor Wilson said in a recent speech that "municipal government, like the larger forms of our government, has become so enmeshed in political machinery that it is practically impossible to fix responsibility for anything that goes wrong." Too many officials in authority with practically no accountability is, therefore, our main trouble, but other weaknesses of our system lie in the division of our city into wards, thus establishing a political and legislative trading post; and also in the absence of an appointive system to all ministerial offices under civil service regulation.

HISTORICAL REASONS FOR EXISTING CONDITIONS.

That America is "the home of the free and the land of the brave" is an axiom of which we are all proud. This spirit has ever been with us and is unwritten law. So jealous were our forefathers of individual liberty following their colonial experience and the French and American Revolution, that in early days municipal government was through the New England town meetings where every citizen was expected to attend and vote on public matters. This system still prevails at Brookline, Mass., one of the richest cities of the United States. The citizens gather once, twice or three or four times a year in public convalescence. As many as eight hundred or a thousand citizens attend this meeting. The selectmen, three commissioners, as it were, who were elected at the previous annual meeting, are called upon and asked to give an account of their stewardship. They make full reports of the affairs of the city. The meeting considers these reports carefully and takes up all matters of municipal interest which are discussed in detail, and then resolutions are passed for the execution of the people's will. Three selectmen are elected, who, clothed with all municipal powers, act for the coming year and are charged with the carrying out of the resolutions previously passed. A moderator is selected always, who presides over the meeting. Although a pure democracy was found impracticable and unfortunately in adopting a new system, the framers of our early city charters had been taught the doctrine that in order to prevent the governing power from oppressing the people, it was necessary to divide it up into very small sections, so that no one man would have enough power to make him dangerous; to have all public officers elected by the people so that every public employee would be directly answerable to the people; to construct, in other words, a form of government in which a multitude of petty officials should take the place of a few responsible officials. To these theories we owe the birth of those political monstrosities such as we have in Pennsylvania, with two councilmanic bodies, sometimes big enough to legislate the affairs of the world and too big to exercise deliberative functions, excepting through committee work.

The result has been the exact reverse of what the theory makers expected. We have made the offices so inconsiderable that they had neither dignity, honor or responsibility. To carry out this early plan of municipal government a multitude of offices were to be filled and the selection made from a long and complicated ballot, next to impossible to vote intelligently and with a knowledge of the merits and demerits of the respective candidates. The petty offices and ward divisions have been the instruments of a huge political machine and are the tentacles of an organization of grabbing politicians.

THE REMEDY.

The ward system should be abolished and representatives elected at large as school directors are now to be selected under the new law. This will eliminate the "vote-for-me-and-I-will-vote-for-you" trade, or log-rolling, as it is usually termed.

The number of elective offices should be reduced and the machinery of government simplified by wiping out the swarm of petty office holders who now infest them.

A fair compensation should be paid to city officials. The question of salary is not important to the man who is engaged in exploiting the city. He can, as a rule, make a great deal more out of the city than any salary which could be secured. It is important, however, to the man who desires to render honest service. City elections should be taken out of party politics. All public officials should be held to the closest accountability to the people, and be subject to reversal or removal where they are antagonizing the will of the community.

All ministerial officers should be made to comply with civil service requirement and hold office during good behavior.

COMMISSION GOVERNMENT.

A government that will supply the remedy suggested is the commission form. There may be some difference of opinion as to minor details, but its important principles are incorporated in both the straight and modified systems. The Des Moines plan is usually cited as the "ideal commission government." Under this plan no officials are elected, only five commissioners. One of these is called Mayor, and presides over the commission; but he has only the same vote as any other commissioner and no veto.

A citizen could be a candidate for mayor or commissioner by securing the petition of twenty-five citizens. This requires that his name be placed on the ticket at the first primary election. Names are arranged alphabetically on the ticket; no party or emblem is allowed.

The eight candidates for commissioner and the two for mayor, having the highest votes in the primary election make up the ticket for the final election. This is arranged alphabetically and without political designation.

At the final polling, the one candidate for mayor, and the four for commissioners, receiving the largest votes, are declared elected. The commission thus elected choose by ballot all other officers and employees, practically all from civil service merit lists. The city's business is divided into five administrative departments, each headed by a commissioner, thus:—

Public Affairs, headed by the mayor.

Accounts and Finance.

Public Safety.

Streets and Public Works.

Parks and Public Property.

Each commissioner has general supervision in his department, running it just as if he were executive head of a department of a great business. The five, sitting as commission, make policies, pass ordinances, prepare the budget, levy taxes, and generally boss the town. They cannot, however, give away any public franchise. They can frame and recommend a grant which must be submitted to the voters at a special election, and get a majority vote to become effective.

SUCH IS THE REFERENDUM AS TO FRANCHISES.

As to legislation, the plan provides that if the commission pass objectionable legislation, twenty-five per cent. of the voters by petition, may require that its operation shall be suspended, and that an election shall be called to pass on it. Likewise, the commission refuses to pass any desired legislation, then a like petition can command the commission to submit this legislation to a special election. In either case the legislation stands or falls as the majority of the people vote. Similarly, against the recall. If the people get a "grouse" against a commissioner, a like petition requires the commission to call an election to fill his place. He is a candidate, if he desires; other nominations are made, already described, and in the election the man with the majority of votes wins.

By this plan party politics is eliminated. The city administration cannot be subordinated to and used by any political organization. Appointments are made on the basis of merit, during good behavior and service from lists of eligibles certified by the civil service commission as the result of competitive examinations. Under this system responsibility is centralized, politics eliminated, the spoils system rendered impracticable.

WHAT COMMISSION GOVERNMENT HAS DONE

Government by commission is not an old dream nor an empty theory. It has demonstrated its worth. Its success has been so marvelous that the statistics of the new city, as compared with the old, have without exception, but one story to tell—that of universal success. Proofs are so abundant that it has become a hopeless task to tabulate the figures recorded in the annual reports of every new American city. A reference to these cities tells the story. The wonder now is why we have waited so long. The underlying principle of commission government dates back to the early days of Greece and in a greater or less degree have been in practice in England, Germany and Scotland for centuries. Germany boasts of her municipal government and her system merits the distinction accorded to her well-governed cities. While Galveston is considered the parent of the new form of American government, many of its principles were tried out with remarkable results prior to the devastation of that city in 1900. Memphis, Tenn., was rescued long ago (1878) from bankruptcy by a commission government, and while the reins of the city were handed back to the regular officials after her credit had been re-established, her people have with in the past year decreed that government by commission shall come to stay.

The District of Columbia has always thrived under a commission government. Beginning at Galveston in 1900, the old ward march has never stopped. This single recruit, emerging from a death-file waste and burdened by misrule, insolvency, vice and crime, "turned a keen, untroubled face home to the instant need of things. What was at the time of the flood a horror and a National calamity may have been

lessing in disguise, for that event marks a new era in the municipal march, until now ranks now number about 140 cities, representing over 30,000,000 of people. The political boss and professional office holder is opposed to the change, but the lack of progress by these entrenched powers is only temporary. In the face of mounting reports from commissioned governed cities, it cannot be otherwise, even Pennsylvania; notwithstanding the first time was lost in the 1911 Legislature, the Pittsburgh looked on aghast in her state of shame and disgrace. There were in the United States just cities, of more than 25,000 people, that doubled their population between 1900 and 1910, according to the Federal census. Of these, no fewer than 13 have commission government. In there are 40 commission governed cities, 25,000, 13 of them doubled their population in ten years. There are 188 commission governed cities of the class; only 9 of them doubled. The yearning for good government seems to have had one chance in two to double its population within the decade, the others had one chance in 21. With the commission plan able still to state that it had recorded no failure, that city after once adopting has ever abandoned it, with so many Legislatures passing statutes that authorize municipalities to adopt the commission system, there is every indication that the number of American cities governed by this plan will increase at a rapid rate, and that in another decade it will be recognized as the long delayed solution of our problem of city government.

The awakening of the American people is bound to be continuous and the increasing adoption of the "new plan" for representative municipal government is certain. For, in the words of Woodrow Wilson, at Littleton, "It cannot be an accident that the best governed cities in the world are those in which there is a short ballot, concentrated authority and, by consequence, expert service; for expert service is bound to come in America, as elsewhere, by reason of this concentration of authority and simplification of political methods." (Prolonged applause.)

President Crow.—The next in order is discussion, "Feeding the Hopper." (Thought)—(In cities): The need of providing manufacturing industries to provide employment and circulate money. (In agricultural centres): The advantage of aiding the farmer to employment of approved methods, aiming for large, well-developed crops. (In all): Making "trading at home" the community byword.

Mr. Goldstein, Titusville.—Seeking new industries, I would like to ask the delegates present does it seem to be a more logical point to raise bonuses or create a guarantee.

Mr. Schutte.—I would suggest that our secretary is able to speak on that, because he is interested in the Business Men's Exchange, Chamber of Commerce and the civic organizations of Erie, Pa., and we have had a phenomenal growth in the last few years.

Secretary Howes.—Mr. President and gentlemen, from our experiences at Erie, where we have been very successful in promoting new industries, we have not found it to our advantage to do either of the two things which have been suggested. We give no bonuses, we offer no guarantees, other than our natural advantages. We have had some experience in Erie in former years. You will find dozens, and perhaps hundreds, of industries on paper seeking a location and a bonus without any bottom to the industry, and if you let them be stung. The desirable industries are not going around seeking bonuses. Believe that for any community that desires to permanently increase its wage distribution, the best thing for them to do is to study the natural advantages of their community and know the subject like a book. There are certain things which large industries want to know, the kind of industries that mean business, and that will permanently aid your community. They appreciate that sort of thing much more than a bonus or guarantee. In the first place, if you have natural advantages in your community for the production of that industry and know it, and are in a position to present that to an employer, if he has got the ability to make his business go he has got the judgment to enable him to appreciate these advantages. I will give you a couple of illustrations. At Erie we had our Board of Trade promote a silk mill proposition. Business men were invited to subscribe for stock; the stock is subscribed for, and in the course of time the industry was established, and there was an after-clap, and that the promised dividends did not materialize. Eventually that stock was exchanged for bonds, but the whole transaction left a pretty bad taste in the mouths of those who had bit. Now, fortunately, the bonds have proven good; but it does not always prove that way.

Erie has secured some industries, the Pacific General Electric, the Hammerville Paper Co. and others. The Hammerville Paper Co. is well established. They came to Erie seeking Erie on its natural advantages. They did not ask anybody to subscribe for stock; they did not ask anybody to put up a guarantee fund, because they were satisfied with what we presented to them as to the natural advantages of

our town for their industry. Every town has certain natural advantages and you can exploit and promote that advantage. If you haven't got the natural advantages for that industry, it will not succeed. Even if you give bonuses it will fail. If you give a guarantee you will be stung. You have to have the natural advantages for the project or you get no permanent success. The Pacific General Electric came to Erie and bought 800 acres east of Erie and has developed a model plant on 300 acres of that ground, and they will enjoy a minimum of 21,000 and a maximum of 24,000, because they had outgrown their Schenectady plant. Their general manager at one of the Chamber of Commerce banquets told us they took Erie in competition with the country. Some of you may have these same advantages in your town, you may have others we haven't got. One advantage of Erie was coal. They had about decided to locate in Buffalo when they discovered that they could save 25 cents a ton on their coal, which, on the plant they expect to equip, amounts to \$50 a day saved. They had water transportation for raw ores from the Superior region, they had the coal behind them, an inexhaustible supply in Pennsylvania; they had two competing railroads and the lines running east and west, and freight rates are always regulated by water rates. (You fellows who are down near Pittsburgh ought to bear that in mind.) It is the custom of the railroads to make the freight rate all the traffic will bear, and it won't bear any more than waterway transportation will let it bear, because water transportation is always cheaper than rail transportation; therefore, it is your duty to develop inland waterways. Another advantage which they saw was that of our diversity of industries. Probably 250 or 300 kinds had started from small beginnings, but they were all successful. A foreman would leave a shop and start a shop of his own, and succeed, which showed that the place was naturally adapted for the iron and steel industries. Our wage scale was very satisfactory, we had a contented labor condition. He said, "You are a city of home owners." Most of our workmen own their own homes. All of those things were natural advantages. Another thing is pig iron, which entered into their product. They found that Buffalo, Pittsburgh and Cleveland meet in competition with Erie to sell pig iron, with the result that Erie pays a lower price for pig iron than most cities. Some of your towns are conveniently located to certain raw materials, you are in the natural gas belt, you are located conveniently to iron, steel, coal, slate, gas, glass making, all of those things. I think that the tax rate is another thing. I think if you want to build permanently, make a study of your natural advantages and exploit them, rather than to make guarantee or buy stocks.

Mr. Best stated that Mr. Howes' remarks showed the advantage of having a paid man on the job all the time, and the greatest benefit would be derived if we were more liberal about the advancement and progress of the community.

Mr. Weher told of the Buffalo, Rochester and Pittsburgh R. R. fertilizing the lands along their right of way and running excursion trains for the farmers to see the advantages to be derived thereby, and suggested that the merchants should try to help the farmer to get the utmost production from his land.

Secretary Howes.—It seems to me that the central thought in this whole discussion is this: That the volume of trade in a community is the basis of property values in that community. If you can aid your community by establishing an industry employing 1,000 men, you will probably aid your community an annual wage of \$1,000,000 a year. Our work has resulted first in the fact that in the last five years the value of real estate on the principal streets has developed. I think if all the houses that have been built in Erie were put on forty-foot lots and put in a line in the last five years, it would make a street sixteen miles long. You can go to Erie and go up and down our streets and you will hardly see anywhere a house for rent, because men are coming in to work at these new industries and filling these homes, and at the present rate of growth, in seven years there will not be a vacant lot in the city of Erie, unless they enlarge the city limits.

With reference to the agricultural question, the reason why you want to help the farmer to the employment of improved methods, aiming for large and well-developed crops, is because he is a producer, just as the manufacturer is, and the better crops he raises and the more money he has, the more money he can spend in your community, and that is where your interest lies. Another thought: You want to develop good roads in your locality. Why. In order that the people outside your immediate community will come more often to your community to trade. If you have good roads they will come oftener, they will spend more money, and you ought, each of you, to make your community, whether it is agricultural, whether manufacturing or whatever it may be, the centre of all the trading of that community. Some of our towns have successfully had a certain time in the month when they all got together and offered special bargains on that day, with the purpose of co-operatively attracting trade. That is a good thing, but bear in mind

If you educate your farmer to spray his trees, so that he can get a better crop and make more money, you are benefiting by it, because if you educate him to trade at home you are going to be a part in the circulation of that trade, and trading at home ought to be the bull's eye that you are always shooting at; and then back of that, increase the volume of the trade in that community in these ways. First, by increasing the wage distribution; second, if it is a farming community, by helping the farmer to get more out of his acres; third, by making it convenient for him to get into your town by good roads, and, fourth, by educating him to the fact that you are not afraid of competition anywhere, that your prices and your goods are right. (Applause.)

Mr. Myrtle spoke about the way Allentown was growing and told of the advantages of that city for a man to do business in.

President Crow.—The roll call for troubles was not taken up and we will take that up at this time.

Mr. Kaiser.—I move that the roll call be omitted, and any gentleman who desires to suggest some troubles have that opportunity and that we devote five minutes to that order of business.

Seconded and carried.

Mr. Pohle spoke about the Sunday closing in Erie and moved that the association go on record as favoring Sunday closing throughout the State.

Seconded by Mr. Leslie.

After discussion by Messrs. Goldstein, Hess, Kaiser, Lydell, Allen, Garland, Kessler and Holme, a motion was made by Mr. Malloy to lay the matter on the table, duly seconded, and on being put, was lost.

Mr. Pohle's motion was then put and carried.

President Crow.—Next is the report of the Publication Committee of the "Pennsylvania Merchant."

Mr. Lydell.—I move that the report be dispensed with and printed in the official record.

Seconded.

Mr. Howes.—We have a recommendation from the Executive Committee. They recommend that the "Pennsylvania Merchant" be discontinued.

Mr. James, Scranton.—Why?

Secretary Howes.—The reason for the recommendation is that the publication has not been self-sustaining. It has been operated with a deficit during the past year and there are several reasons why. The Publication Committee consists of the president, secretary and the treasurer, the secretary is the managing editor of the publication. The secretary offers the following reasons:—

1. The publication has not been self-sustaining.

2. We may lose second-class mail privilege, as the Postal Department is now considering whether or not the association can subscribe for its whole membership, that is, the club rate subscription, which constitutes the major portion of our subscription list, and is under review. They must have positive proof that each member of the local association desires that publication.

3. The location of the publication in Philadelphia or Pittsburgh would probably secure it more advertising support than its location at Erie. There are not many people located in Erie who are selling goods to merchants to get their advertising support. By mail has not been found successful.

4. We have a great many delinquent subscribers; have 533 subscribers delinquent over four months, owing \$135.59, being thirteen clubs and forty-two singles.

5. Readers do not render any aid toward providing interesting educational association building stuff for publication, and the secretary has been milked dry of material.

6. Secretaries occasionally send in picnic reports, committee names and such stuff, but very little suggestive association building stuff.

7. The editor has serious doubts, most of the time, whether the paper is read or appreciated enough to merit its existence and the large amount of thought and energy required in getting it out, which might be used more productively in other ways.

Mr. James.—I move that we adopt the suggestion of the committee.

Seconded.

Mr. Lydell.—I would like to ask the secretary if it is discontinued now, how much will have to be refunded to those who have already subscribed?

Secretary Howes.—We have subscriptions paid in advance as of July 31st to the amount of \$51.06. Our advertising subscription income, estimated for August to December, inclusive, would be \$378.70; our estimated expense, based on cost of last issue, is \$286.05; that would give an estimated surplus of \$92.65, against which we would have to charge for any unpaid subscriptions.

Mr. Lydell.—I move as a substitute to the original motion that this paper be continued until the first of the year and then it be left in the hands of the Executive Board to use their judgment.

Seconded and carried.

Secretary Howes.—The Committee on Credentials report 49 associations represented by 90 delegates, 7 officers and 16 visitors; total, 143.

Report accepted and committee discharged.

"THE PENNSYLVANIA MERCHANT."

Circulation: August 28, 1910, to July 28, 1911, inclusive, 28 issues, 108,002 copies printed.

Disposition as follows.—

	Copies.
Average per issue published	3,857
Files	10
Advertisers	7
Exchanges	16
Individual subscribers	161
Thirty-eight associations, club rates	2,875
Paid by State Association	706
Free distribution, no charge	82
	3,857

July 19th only:—	
Files	10
Advertisers	7
Exchanges	16
Individual subscribers	181
Thirty-eight club subscribers	2,380
Free	406
	3,000

Over four months delinquent, singles. 41
Over four months delinquent, twelve Clubs. 591

SUPPLEMENTAL REPORT OF RESOLUTIONS COMMITTEE.

1. By M. O. Grossman, N. S. Pittsburgh: Resolved, That hereafter for nomination of officers that not less than three nominees be offered for an office where there are to be one officer elected, namely, president, secretary and treasurer, and for other officers, that where there are to be more than one elected that we have not less than two nominees for each office to be elected and that said resolution be made a part of our Constitution and By-Laws. Recommended.

On motion of Mr. Edgar, seconded by Mr. Howes, the resolution was referred to the Executive Committee.

2. Resolved, That the thanks of the convention are due, and are hereby tendered R. T. Holme, of Frankford, for composing songs for convention; and be it further

Resolved, That music has been a pleasing feature of this convention, and we would recommend the continuance of this practice. Recommended.

On motion of Mr. Howes, adopted.

3. Resolved, That it is the opinion of this convention that it is unprofitable for grocers to buy future goods. Recommended.

On motion of Mr. Howes, referred to the grocers.

4. By Mr. H. S. Bovard:—

Resolved, That hereafter the elections of the convention be held in the lobby or place arranged for by the election board; at the hour for election the board retire to said place with the convention roll, giving the members an opportunity to retire at their convenience and cast their ballot and return to the assembly, and thus not interfere with the regular order of the convention. Recommended.

On motion of Mr. Lydell, seconded by Mr. Howes, the resolution was adopted.

5. By Scranton Business Men's Association:—

Resolved, That the matter of responsibility of the policyholders in the Retail Mutual Fire Insurance Company of Pennsylvania be referred to the Attorney-General of Pennsylvania at an early date for the satisfaction of our members. Seconded by Mr. Howes.

Mr. Howes.—While I am in favor of the resolution and amendments, I want to say that the duty of the Attorney-General is to furnish legal opinions to the departments and not to the public, and I don't think if you refer the matter to him he will give you any attention. This question has been before the convention before. We have had legal advice upon the question, which has been communicated previously to our people, fixing the liability, and it is one of those questions on which you can get conflicting opinions. You will get no information from the Attorney-General, except in response to an inquiry, probably from the Insurance Department, and you will find that the Insurance Department will not take up your question. They will say, "Hire a lawyer and find out."

Mr. Stewart.—Mr. Elton J. Buckley, of Philadelphia, is here, and I have asked him to give us a very brief opinion on that question.

E. J. Buckley, Philadelphia.—I think I can say to you that the Attorney-General will not give you an opinion upon this or any other subject. The Attorney-General has a stereotyped letter, which is practically printed or mimeographed, which he sends out to any layman or any outsider requesting an opinion from him, the substance of which is that the Attorney-General's office was created for the purpose of furnishing legal opinions only to the members of the State Departments, and they will not deviate from that at all. Now, there is one way in which your members might be able to secure an opinion on that subject from the Attorney-General's office, if you desire to do so, and that is to stir up the Insurance Department of this State to inquire, for any reason of its own (the reason which you have given would not be sufficient, in my judgment) into the liability of policyholders—the members of this association—and to ask the Attorney-General for an

opinion on that point. He might then render to the Insurance Department such an opinion as you want, and if the Insurance Department could be prevailed upon to give you that opinion, you would have from the highest legal authority in the State of Pennsylvania exactly the information which you desire, but you would have stirred up the Insurance Department practically into a phase of activity against yourselves, and that surely would be a great mistake.

As to the liability of the policyholder in an organization of this sort, perhaps I can help you by giving an unofficial opinion. I might say that I organized and incorporated for the State Association this insurance company, and perhaps more than any other one man (here, at least), I may be considered more familiar with the liability of the policyholders. The statement Mr. Howes has made of the law is absolutely correct, that is, that the liability of the policyholder ends when the policy expires, providing the losses and expenses incurred during the life of the policy have been paid. That is no longer open to question. It is established. It is fundamental that the liability of the giver of a premium note under insurance of this sort dies when the policy dies, and if the policyholder is not entitled to go to his insurance company and say, "Pay me the insurance upon a given loss," so, for the same reason and by the same token, that insurance company is not entitled to go to him and say, "Pay us something on your note." That is subject, perhaps, to one reservation. If when the life of a given policy in your insurance company ends, there are still some losses to be settled, losses which have occurred during the life of that policy and therefore during the life of that note the policyholder, even though his official connection has been severed from the association, is still liable for his pro rata share of the losses which occurred prior to his severance of his connection with the insurance company.

Mr. Spotts.—Just on that line. If the claim is not settled. Say, on December 1st he has a fire; his policy expires January 1st; his claim has not been settled by February 1st. During the month of January he is liable pro rata for his note?

Mr. Buckley.—Yes.
Mr. Spotts.—Until the claim is settled?
Mr. Buckley.—Yes; the reason being that the losses occurred while he was still a member.

Mr. Spotts.—If that claim is never settled, is he still liable at all times for his pro rata share?

Mr. Buckley.—If the claim is never settled there is presumably no valid claim at all.

The Committee on Resolutions continued Resolution No. 5 and amendment withdrawn.

6. Albert Kaiser, Philadelphia:—
Whereas, We, officers, directors and members of the Retail Merchants' Association of Pennsylvania, having learned through the medium of our press that the Committee on Personnel of the United States Department of Agriculture recommends that Dr. Harvey W. Wiley, chief of the Bureau of Chemistry of that Department, "be permitted to resign"; and

Whereas, The retail merchants generally have been highly pleased with the progressive and aggressive spirit displayed by Dr. Wiley in the administration of the Pure Food and Drug Law; and

Whereas, Dr. Harvey Wiley enjoys, we believe, the full confidence of the merchants and the public as to his ability and integrity and have applauded his earnest efforts in this regard; therefore be it

Resolved, That we heartily endorse the work so far accomplished by Dr. Wiley in his efforts to secure a proper observance of the Pure Food and Drug Act, and that we deplore any action that would lead him to resign or hamper him in his efforts to make the law effective.

Recommended.
Adopted.

7. By Resolutions Committee:—
Resolved, That the Retail Merchants' Association is very much indebted to the Lebanon press, viz., the "Daily News," "Evening Report" and "Morning Times" for their full and comprehensive report of the convention proceedings, and we heartily tender to them the assurance of our appreciation.

Recommended.
Adopted.

8. By Resolutions Committee:—
Resolved, That the thanks of our convention are due and hereby extended to his Honor the Mayor, George B. Marquart, Judge C. V. Henry and the Rev. Dr. I. V. Fischer for their courtesy and assistance in making our convention in Lebanon a success.

Adopted.

9. By Resolutions Committee:—
Whereas, The Lebanon Business Men's Association has spared no trouble, time nor expense in showing us courtesy, pleasure and comfort; be it

Resolved, That for our treatment in Lebanon we are deeply grateful, and we assure them of our appreciation. We thank them and leave Lebanon wishing both the association and its members long life and prosperity.

Adopted.

Mr. Lydell moved that the secretaries hold their meeting in the evening of one of the days of the convention, so as not

to interfere with the regular sessions of the association meeting.

Seconded and carried.

QUESTION BOX.

Secretary Howes.—I move that the questions be read first and then the convention take up such as they may wish to answer.

Seconded and carried.

Mr. Kaiser moved that two minutes be devoted to the discussion of each question.

Seconded and carried.

Question 1: "Why are so many associations not represented at this convention?"

(No answer.)

Question 2: "Have the delegates any suggestions for improving next year's meeting?"

Mr. Kaiser.—I want to say from my experience in trying to conduct the conventions—and I have conducted a few—that the greatest difficulty is due to the fact that it takes the last day for the delegates to wake up and know what they want. If you would adopt the suggestions sent out from time to time and come prepared on the floor the first day, you would not have the annoying set speeches, but you would have a more interesting and profitable convention.

Question 3: "How can programme advertising and promiscuous begging be forestalled?"

Answer.—Eliminate everything but newspaper advertising.

Question 4: "How best can we deal with the parties leaving town to beat their creditors."

(No answer.)

Question 5: "Is there sufficient grounds for the charges made in some quarters that delegates are not given ample opportunity to plan nominations for office?"

Answer.—There may have been, but it was unintentional.

Question 6: "How can we best combat the press agitation of the high cost of living?"

(Previously answered.)

Question 7: "Would it be a good idea for each delegate to bring to the next convention a sample of all printed matter, letters and stationery, to be used as an exhibit for educational work?"

Answer.—Yes.

Question 8: "What should be the attitude of associations affiliated with this body to other legislative movements, such as Merchants' League of New York State, allied civic bodies, for government by commission?"

Answer.—Concentrate our efforts on our own organization.

Question 9: "Would it not be a good thing to recommend that delegates wear badges designating the town they represent?"

(Already passed on.)

Question 10: "Why do so many associations that start co-operative buying fail in their undertaking?"

Answer.—Mr. Kaiser.—In the first place, they don't co-operate. In the second place, too many start co-operative buying for the purpose of building up an organization, instead of having the organization to build up co-operative buying.

Question 11: "Since the merchants of Pennsylvania have been thrown down so hard by our last three Legislatures, why not resolve at this convention as to what we want in our legislative work instead of waiting until after election and praying to our political friends to grant us what is honorable and just?"

(No answer.)

Question 12: "Did the Retailers' Mutual fund many premium notes uncollectible when the general assessment was made a few years ago?"

Answer.—Ninety-five per cent. paid voluntarily; assessment was 3 per cent.

Question 13: "By what condition should an agent be guided when accepting fire insurance notes?"

(No answer.)

Question 14: "What is your method of dealing with the mail order houses as competitors?"

(No answer.)

President Crow.—We have with us Mr. Sol. Mayer, of West Virginia. He was called to the platform early in the sessions, but desired to be heard later, and I would like your indulgence just a few moments to hear from him.

Mr. Mayer.—You are all Pennsylvania people. I was a Pennsylvania man, but a West Virginian by adoption, not because I love West Virginia more and Pennsylvania less, but force of circumstances had taken me there, and I want to say that with my entrance—and when I say "I," if you will pardon that word, it means you—in West Virginia they first learned what organization meant and they learned it due to the fact that I was lonesome in Wheeling without the organization under which I had lived for ten years in Titusville. The spirit of the organization—that is, the thing that makes us do good things. It is just that spirit that causes you to come here and do good, not only for yourselves, but for others. It was that spirit that led me to get into the work. I am pleased to announce that as the result of the first meeting that was called in Wheeling we formed a temporary association of ninety members. The association now is just about three years old and has over 400 members. We pay our secretary \$2,400 a year. In the matter of credits we are running the plan of one, two and three letters. You can

imagine the condition of a town the size of Wheeling that never knew what an organization was; you can imagine the amount of old accounts that were charged off their books and how they dug up the old accounts when they got a chance to use one, two, three letters. One of your members said to me, "Aren't you taking great chances using your red book? It is a black list." We haven't taken any chances. We put a man in that book who is rated in R. G. Dun & Co.'s AAA1, and simply because he wouldn't pay a bill to one of our merchants his name was taken out and he settled to get it back.

In the matter of soliciting for tickets and advertising we have an iron-clad rule which we enforce, and I believe it has been enforced five times. The rule is that only one who violates Article No. 10 of our Constitution and By-Laws, which provides that you must not advertise in any medium not sanctioned by our association, is subject to a fine of \$25, and we have collected the fine five times. We have what we call our Halloween parties. We keep our people at home and bring in 30,000 to 35,000 people, who spend the day and do their shopping in our town. Here is a little key that the Business Men's Association of Wheeling had made. They cost us 2½ cents each. We sold 45,000 of these keys in Wheeling to supply the funds for the Halloween celebration. It doesn't have to be Halloween with you. It can be any event you want. We are

getting a padlock made which will cost us \$20 a 1,000, and they will sell for 10 cents apiece.

You want to get into politics to better your condition. Politics don't mean dirty politics. You want clean politics. That is the kind we are in, and every merchant could better his condition by taking an active interest in the selection of the men to represent him.

You are heartily invited to come to Wheeling, where we will be glad to extend you a cordial welcome. (Applause.)

Mr. Schutte.—I move that we extend a vote of thanks to Mr. Mayer, Mr. Buckley and the others who have talked to us.

Seconded and carried.

Mr. Harlan.—I understand there is a gentleman in the audience who was formerly an honored officer of this association, and I would like to recognize his presence for the sake of "Auld Lang Syne." I refer to Mr. Wm. Smedley.

President Crow.—I am informed that Mr. Smedley has left the hall, so we have to forego the pleasure of hearing from him.

The business of the convention has been concluded. I want to thank you for your courteous attention and appreciate what you have done to assist me in this convention, and I wish you Godspeed.

Thereupon, at 12.20 P. M., the Fifteenth Annual Convention of the Retail Merchants' Association of Pennsylvania adjourned to die.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Shake the Trouble.—You know it's there and hindering you. Now's the time to shake it. One thing you ought to be glad of—that you have sense enough to size it up.

But the greater thing is to pound on it and stamp it forever out of your life.

And the time to do it is *this minute*.

A young fellow says, "I'm going to have a drink now but I'll stop to-morrow." He doesn't. It's harder to do it then. There's no to-morrow, but there's a blessed "*now*"—and it's yours.

A FEW SELLING SUGGESTIONS.

Ammonia.—Madam, you ordered a bottle of ammonia. We have two qualities, one 10 cents and the other 15 cents—both the same size bottle. This is what is called 18 test and is twice the strength of the other. You can prove it yourself if you so desire. I mention this because you can see that the 15 cent bottle is far the cheaper to use.

Baking Powder.—You ask me the difference in these two brands of baking powder. There isn't any except in price.

By actual analysis the formula of both are alike and the basis is cream of tartar. That one we can't

sell for less than 45 cents. The one is 35 cents.

It's merely a matter of 10 cents.

Butter.—I admit you can buy good butter for 3 cents less than our price, but will you kindly notice the rich, creamy taste of this and how delightfully fresh it smells and observe what is called the "texture" but what we would call "perfectly made butter." Uniform in color and quality year in and year out. Isn't your butter a bit streaky at times and don't you occasionally find it a little bit off.

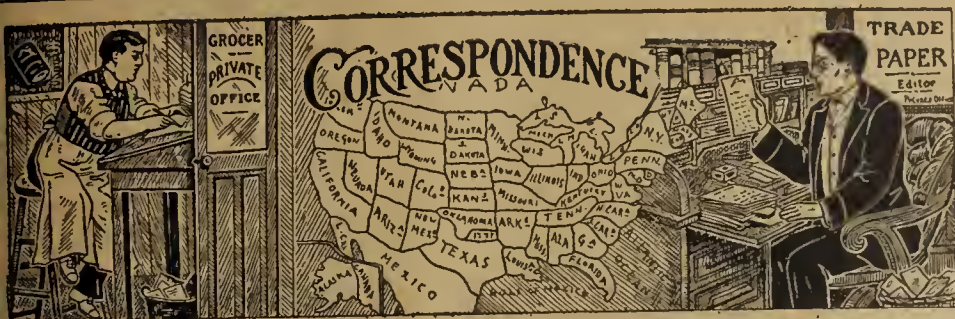
Rolled Oats.—This 3 cents difference in rolled oats is on account of the difference in process. The best is kiln cooked or dried and the other is steam cooked.

The kiln cooked (this one I'm showing you) has a nutty flavor. The meal itself is drier and more solid. The other has a softer feel and tastes flat.

Importance Of Knowing.—Can any of you young men doubt the importance of "*knowing*?"

To-day the people who pay you the difference in price are not satisfied with the answer "because it's better." You yourself mustn't be satisfied with such an answer.

"Shake the trouble" and the be master of yourself and of your business.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Information About the Number of Grocery Stores.

New York, Aug. 17, 1911.
To the Editor.

Dear Sir:—We desire to obtain authoritative information as to the number of grocers in this country, preferably by States, and also by ratings below and above \$1,000.

Also, we should like to know concerning the figures of "groceries handlers," meaning not only dealers in groceries, but also such as department and general stores.

Will you kindly supply us with such information, or whatever information you have, or else possibly indicate where we might secure it?

Sincerely yours,
THE BUSINESS BOURSE,
J. George Frederick.

This information can be obtained from Boyd's City Despatch, 19 Beekman street, New York, or the Howe Addressing Co., 208 South Fourth street, Philadelphia, Pa.

Don't Believe in Dr. Wiley.

New York, Aug. 15, 1911.
To the Editor.

Dear Sir:—There seems to be an impression throughout the country that the resignation of Dr. Wiley from the Bureau of Chemistry would annul the pure food law. If such a supposition is correct, would not the same conditions prevail if Dr. Wiley should happen to pass away? No one denies the fact that Dr. Wiley has been very active since the enactment of the Pure Food and Drugs Act. He has, in most cases, however, acted under instructions received from his superior, the Honorable Secretary of Agriculture, and if the public were as intimately acquainted with Dr. Wiley's qualifications as is the Secretary of Agriculture, it would clamor for Dr. Wiley's resignation. It is not generally known to the public that when Dr. Wiley was subpoenaed as an expert witness in the United States vs. Harper case, he was unable to qualify as a physician, a pharmacologist or a pathologist, and the officials in Washington were much chagrined when they learned this fact. It is a well-known fact that Dr. Wiley's views on whiskey, glucose, benzoic acid, etc., have been reversed by his superiors. These reversals would not have been made if Dr. Wiley's

conclusions were considered scientific, neither would the Referee Board have been appointed if Dr. Wiley's investigations had been conducted in a scientific manner. The members of the so-called Referee Board are recognized as the foremost scientists in the United States, or one might say in the world, and it is folly to criticize any conclusions arrived at by this board. Neither is it generally known that the Bureau of Chemistry is not mentioned in the Pure Food and Drugs Act except in one instance, where it says, "The Bureau of Chemistry shall make an examination of the samples and shall report its findings to the Secretary of Agriculture," therefore, the enforcement of the Pure Food and Drugs Act should be credited to Secretary Wilson.

The enforcement of the Pure Food and Drugs Act has certainly accomplished a vast amount of good in compelling manufacturers to correctly label drug and food products. It is estimated that 90 per cent. of the judgments procured against various merchants were on account of mislabelling. In very few of the cases is there any evidence of food being adulterated with poisonous or injurious substances. Many of the States have practically copied the Pure Food and Drugs Act and State Food Commissioners have been and are quite active and vigilant in their endeavors to protect the consumer from adulterated food and drugs, all of which is without question excellent work.

The Bureau of Chemistry should not, however, be credited with all the good work. There is a Bureau in the Department of Agriculture that has accomplished a vast amount of good, and about which little is heard. It is the Bureau of Animal Industry, the chief of which is Dr. A. D. Melvin. Dr. Melvin has been very active and has accomplished a great deal of good. In his annual report for 1910 it is shown that nearly 1,000,000 animals were condemned in whole or in part and in addition there were condemned on re-inspection over 19,000,000 pounds of meat and meat products, which had become unwholesome since the inspection at time of slaughter.

There is really no danger to health and life from partaking of adulterated condiments, etc., and

the bulk of food which mankind consumes, such as bread, meat, potatoes, fresh vegetables, fresh fruits, nuts, etc., never has been adulterated. Fresh meat, however, is a product that must be consumed before deterioration begins, as it is a well-known fact that as soon as an animal is deprived of its life post-mortem changes take place and unless meat is protected in some manner from the action of bacteria, it soon becomes infected with poisonous germs.

The law compels the truthful labelling of all foods and drugs when sold in packages, containers, etc., and the meat inspection law compels the proper stamping of all inspected meats.

There is also a vast amount of good being done in protecting the public from impure food in many of the cities.

The report of the Department of Health of New York City shows that during the past year 2,140,813 pounds of meat, fish, poultry and game were condemned. There was also condemned during the same period 20,370,841 pounds of fruit and vegetables.

The foregoing clearly demonstrates that the pure food law can be and is enforced in many instances without the assistance of Dr. Wiley, and if he is compelled to resign, the pure food law will continue to be enforced irrespective of statements to the contrary.

Yours very truly, "L."

As to Rules for Salesmen.

Philadelphia, Aug. 15, 1911.
To the Editor.

Dear Sir:—In your last issue you publish a set of rules contributed by veteran salesman who sells goods to retail merchants.

The first rule reads "Be sure to find out who the proprietor is before you make any advance." I should change this to read "Be sure to find out all you can about the proprietor and his business." That's more important than finding out who he is and, besides, to do the former, you must do the latter.

Rule No. 2 reads "If he is busy at the time, do not bother him, etc." If a salesman never bothered a prospective purchaser, when he was busy, he wouldn't be a salesman. If you are the right kind of a salesman, you will convince your prospective purchaser that what you want to take up with him is more important than the matter keeping him busy.

Rule No. 3 says "When your interview is obtained, treat your prospective purchaser as a business man and make him feel that you are a business man yourself. Go straight to the point, etc." Instead of going straight to the point, you should talk to your prospective purchaser about his business (the P. P's). That's sure to interest him if it is done intelligently and the chances

of doing business with him are better if he becomes interested in you before you present your proposition. Talk is all right if it's the right kind of talk.

Rule No. 4 says "Make him feel that you know your business and that you are capable to help him increase his profits. 'Don't beat around the bush', but ask him to give you an hour of his time to prove your case." I should make this read "Make him feel that you know his business." It will be taken for granted that you know yours, unless you're a dub and carry a sign to that effect. Anybody would rather hear his business talked than yours. If you convince him that you know his business, you will have no trouble showing him how yours fits his. Don't ask him to give you an hour; ask him for ten minutes and get him so interested, he will give you the hour without knowing it.

Rule No. 5 says "While a few men, or women, for that matter, may be induced through subterfuge or flattery to look at your sample, the real merchant can be interested in one way only. Make your talk strong enough on the earning qualities of your line." I say "amen" to that.

Rule No. 6 says "Be in sympathy with your man. If he has any hobby, try to find out what it is and make use of it, and above all things, do not antagonize him. The old saying, 'you catch more flies with sugar than you do with vinegar,' holds good in this case." I agree with the first part of this, but if you can't get your man by sympathizing with him, then antagonize him. It is better to be cussed than ignored. You may get your order after the scrap, but you will never get it if he won't look at you.

NOW FOR THE "DON'TS."

The first is: "Don't send in your card. He is sure to send you word that he doesn't want anything." As I never used a card, I agree with this.

The second reads "Don't blow cigar smoke in his face or let your breath smell of rum." This is foolish—you might just as well say, "Don't hit him with a brick."

The next reads "Don't talk religion or politics with him or tell him a funny story." I should say, if he wants to talk religion or politics or likes funny stories, let him have them and in the operation, get him interested in you and then talk business.

The last reads "Don't knock your competitor. He is sure to resent it." I say, "Bet your money on this." Very truly yours,

C. M. WESSLES.

This refers to a set of "rules" for salesmen which were published on the editorial page of the last issue, and which by the way were contributed by a salesman for a

large manufacturer of appliances used by grocers and general storekeepers. What is said in the above letter is both interesting and important, since it comes from a man who is recognized as a master salesman in his own particular field.

A Cash Register Premium Plan.

— Pa., Aug. 14, 1911.

To the Editor.

Dear Sir:—We have purchased a cash register printing a receipt. What would you advise in regard to running a prize scheme, something like this? Return in one week receipts to the amount of \$1.00 and get any item on the 5-cent counter. Return within two weeks receipts to the amount of \$2.00 and get any item on the 10-cent counter. Return within four weeks receipts to the amount of \$5.00 and get any item on the 25-cent counter. Providing that no receipt will be redeemed only in the month of issue.

We are running a cash business exclusively and think that in this way we could avoid cutting the price on the credit stores. All the other businesses in town are run credit. Some of the credit stores are using trading stamps.

We have a general merchandise line with notions and restaurant.

Have you any information of parties that have run a scheme such as this for a considerable time?

Yours truly, "S."

The "Grocery World and General Merchant" does not know of any merchant using exactly this plan for a considerable time, although in the writer's judgment it is certainly worth trying.

Will subscribers who may have used this plan or something like it, let the "Grocery World and Gen-

eral Merchant" have their experiences with it?

This Man Tried the Talking Machine Plan.

Dallastown, Pa., Aug. 15, 1911.
To the Editor.

Dear Sir:—In looking over the correspondence page of last issue I note a reference to the talking machine scheme, which I tried. I only had the one price of records and gave the machine free with \$30 worth of goods with the idea of selling to every one that got a machine about 25 records. Some, however, took the machine without buying even one record. A few later on bought six or ten and only to a few did I sell over 25 records. If I would use the scheme again I would give the machine with \$25 worth and \$5 in cash to help to pay for the machine. Your correspondent has the two-piece record, however, which is a better seller, and he may get better results. The scheme is all right if you can sell the records. Truly yours,

V. M. SIMON.

Reisterstown, Md.,

Aug. 16, 1911.

To the Editor.

Dear Sir:—Have used the talking machine scheme and gladly give Mr. Musi the benefit of experience. It was not satisfactory for two reasons: We are only twenty miles from Baltimore and we found that people would not pay us 60 cents for extra records, as they could buy in the city for less and have a wider choice. We found, too, that people would collect coupons from their friends who did not expect or care to gather together enough to get a machine and thus you did not get enough trade from any one person

to make it pay. The only way to prevent it would be to have coupons non-transferable. If the scheme is used in a place where the extra records could be sold at 60 cents it would probably work out O. K., if not you will be left with a lot on hand.

Yours truly, J. M. CURRIE.

Lindley, N. Y., Aug. 15, 1911.

To the Editor.

Dear Sir:—In answer to Mr. W. P. Musi's letter to you in regard to the talking machine deal, will say that after experimenting with this I would advise my friend to let the other fellow have it. It goes all right until you come to sell the records which you will have left, as I have, and which I would like to sell for 25 cents.

Yours truly, ANDREW BLACK.

Did This Swindler Get You?

If You Hired W. L. Weatherby to Make Picture Postals of Your Town and Paid Him Five Dollars on Account, You Can Charge it to Profit and Loss, for Weatherby is in the Allentown Jail Charged With Swindling. The Post Card Scheme is the Swindle.

Retail merchants throughout Pennsylvania who paid one William L. Weatherby, "trading as the American View Co.," \$5 on account of \$10 which they agreed to pay him for making colored postals of their towns, will be interested, if not pleased, to learn that he is at present sojourning at the Allentown, Pa., jail waiting to be tried for swindling.

This journal was inspired to investigate the case by the receipt of the following letter:—

Birdsboro, Pa., August 14, 1911.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you give me any information regarding Wm. Weatherby, trading as The American

View Co. I enclose a contract given him on April 25th. Having received no delivery, and becoming somewhat suspicious, I wrote them several letters but did not receive a reply to them. This A. M. I called P. O. Glase & Son, Oley, Pa., on the 'phone to see whether they ever received their order and they report the same treatment. Any information you can give me will be greatly appreciated.

Yours truly,

R. A. HUYETT.

The contract which Mr. Huyett and other victims signed was as follows:—

I, Wm. L. Weatherby, trading as the American View Co., have this day entered into an agreement with one R. A. Huyett to make one thousand views, colored, No. 1, of Birdsboro, State, Pennsylvania, at \$10.00 per thousand. This agreement is made contingent upon strikes, accident, and other unforeseen causes, and in no case subject to countermand. The second party has this day deposited one-half (½) the total amount to bind the said agreement. I, in return, do agree to make the said views in about three months from date. Published by R. A. Huyett No. 2 type. Amount deposited, \$5.00; amount of order in full, \$10.00; number of subjects, four; amount of order in full, one thousand.

Received deposit on account and first party to the above agreement,
Signed, W. L. WEATHERBY.

Second party to the above agreement,
Signed

The letter-head used in connection with the above bore the name of the "American View Co.," removed to 1713 North Fifteenth street, Philadelphia. This proved to be a private house, and the person in charge vouchsafed the information that Weatherby had formerly lived there, but was now in the Allentown jail charged with swindling. Asked as to the nature of the swindle, she said it was "something about picture postal cards," so that the whole scheme is made clear.



It is well to look ahead, and when conditions are favorable anticipate your wants; this way you often make an extra profit. Try not to run out of goods that are in demand, your trade will go elsewhere and may continue to pass you by.

SYRUPS—Market is working higher, and we look for further advance. It might be well to place order with us for a part of your Fall requirements. Our brands are well known, and quality guaranteed in every way. *Royal Table Syrup, Gilt Edge Syrup, King B Syrup, White Clover Syrup, No. 222 Syrup, No. 208 Syrup, Challenge Table Syrup, Extra Amber Syrup, Crescent Syrup, Cruiser Syrup, No. 109 Syrup.* Also a full line of Sugar Syrups and New Orleans Molasses.

FRUIT JAR WRENCH—For opening and closing Mason Fruit Jars. Insures properly sealed fruit. Not merely a convenience, but a necessity. Retail at 10c.; price per doz., 75c.

FRUIT JARS—Look up your stock, there is always a demand for Jars about Sept. 1st. We quote Ball Bros. Pints, per gross, \$4.70; Quarts, per gross, \$4.95; Half-gallons, per gross, \$7.50. We also carry in stock the Economy Jars, an extra-quality flint jar, wide mouth, self sealing, requiring no rubber ring, Pints, per gross, \$8.85; Quarts, per gross, \$10.30; Half-gallons, per gross, \$13.20. We carry in stock extra jar caps, rubber rings, etc.

SANITARY WASHBOARDS—Something new, made entirely of metal, heavily coated with pure zinc. Cannot rust or wear out. Strong, light, cleanly, everlasting and inexpensive. Guaranteed to outwear any six boards made, per doz., \$2.85.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

THE GROCERY MARKETS

Tea.

The tea market is in very good, healthy condition. The demand is fairly active, and values are firm throughout the entire list. There seems to be no cheap desirable tea about. There is some talk in some quarters as to moving to recind the recent order excluding artificially colored tea from the country, but there is no reason to believe that any such effort will be seriously made, or that it would be successful even if made.

Coffee.

The coffee market continues firm. Prices for Rio and Santos show no change for the week. While the demand is light, everything is firmly held. Mild coffees are relatively cheaper than Bracils, and it is greatly to be wondered at that the demand does not divert to them on that account. It is possible to buy a mild coffee to-day at about the same price as Santos, although it is really worth 1½ cents more. Nevertheless the demand for mild coffees is light. Java and Mocha coffees are unchanged and quiet.

Sugar.

Sugar is strong, though possibly not quite so strong as a week ago. There have been some fluctuations in raws, some by way of declines, due to better crop prospects abroad. There has been no change in refined sugar during the week, except an advance to 5.95 for granulated by the Federal refinery, due to the fact that their stocks are much reduced. Most if not all the other refiners will sell at 5.75. The demand for refined sugar is fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull and unchanged. Sugar syrup is unchanged and not wanted except for manufacturing. Molasses is dull at ruling prices.

Fish.

Mackerel is higher, due to decreased supplies. There is also a somewhat better demand. All told, Norway mackerel have advanced \$2 to \$2.50 per barrel. Irish mackerel are also some little higher. A few new shores are coming into New England mar-

kets, but they are cutting very little figure. Cod, hake and haddock are all inactive and rule at unchanged prices. New England packers have announced that they do not intend to make contracts for future delivery this year in the usual way. They will make contracts, but they will allow a much shorter term for delivery than has been the custom. Spot salmon is unchanged, high and quiet. Prices on new Alaska salmon have not yet been named. Spot sardines have slumped, and most packers will now sell at \$2.50 in a large way f. o. b. The combined causes are better supply of fish, and growing competition among the packers. Imported sardines are unchanged and quiet. There is some demand for Portuguese fish. New packed fish are being offered for future delivery at 50 cents to \$1 below the present spot prices.

Canned Goods.

The opening of the new pack, with better prospects, has produced a slump in spot tomatoes. From 90 to 95 cents in a large way a short time ago, the market has gone to 80 cents. There are still a few 1910 goods around, and the holders are trying to get 82½ cents for them, but as new pack, season's delivery, can be bought anywhere for 80 cents, the demand is not very active. The prospects for the tomato pack are now very fair. New corn is now in market, at a considerable sum below the price of the old, some of which is still offered. Holders will net a heavy loss on all the old corn they have, however, as it is now in direct competition with new at a much lower price. Peas are unchanged and quiet. Nobody is offering Delaware peaches, 1911 pack, because there is reason to believe there will be no pack. Ohio peaches have sold quite largely at 10 cents more for unpeeled and 15 cents more for peeled than last year. The pack in that section will be large. Spot apples are quoted around \$3.65 to \$3.75 for New York State gallons, and practically nobody is offering new pack. California canned goods show no

change and quiet demand. Small standard canned goods are unchanged, but practically the entire list is very firm, as stocks in packers' hands are exceedingly light.

Dried Fruits.

Spot prunes are about out of the running. Future prunes are ruling at around 6 cents assortment bag basis, in a large way coast. This is 2 cents above the price ruling not long ago. Short crop prospects are the cause. The demand is not large. New peaches are high. The price at which they are offered is 1 to 2 cents per pound above the spot price, and the market is very firm. Spot peaches are scarce and cut no figure. Spot apricots are scarce and inactive; futures still high and likely to be scarce and firm. Raisins have not sold since the recently reported advance. Currants quiet and unchanged.

Beans and Peas.

Domestic pea beans show no change from last week, being steadily maintained on last week's basis. The demand is fair. Domestic marrows rule around \$2.45 in a large way, which is a nickel below the price of pea beans. California limas are a shade weaker; demand moderate. Domestic green and Scotch peas are practically out of the market. Some imported green peas are in market, showing superiority in some respects to the domestic and selling at higher prices.

Butter.

There is an active consumptive demand for all grades of butter, and the market is very firm at unchanged prices. The receipts are lighter than usual for the season, due, no doubt, to the heat in all sections. Stocks of butter in storage are smaller than usual, and the market seems likely to remain in its present firm condition, with a possible advance in the near future. This applies both to nearby and Western butter and to solids and prints.

Eggs.

The receipts of eggs continue to decrease. The consumptive demand is very good and absorbs all grades on arrival. The qual-

ity of the present receipts is showing some improvement and the market is in a healthy condition, with no signs of immediate radical change.

Cheese.

The make of cheese this year is shorter than usual, owing to the weather. All grades are in active consumptive demand. The receipts are absorbed on arrival each day, and an advance seems likely in the near future. The quality of the receipts is fully up to the standard considering the warm weather.

Provisions.

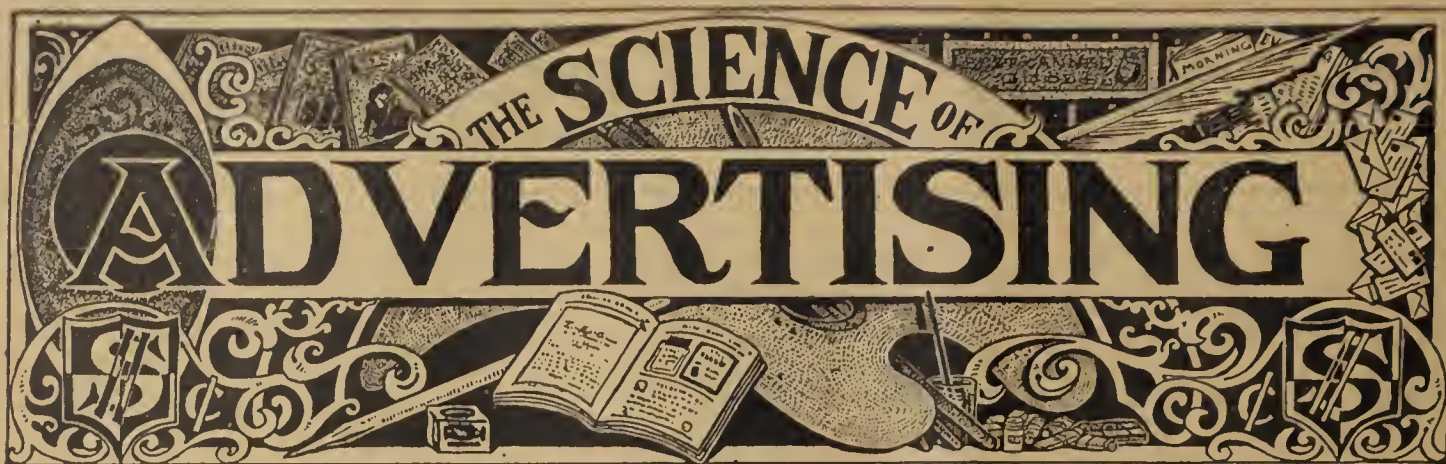
The consumptive demand for provisions continues very good, and the market is very firm at the recent advance for everything in smoked meats. Stocks are about normal for the season, and while the present consumptive demand continues the market will likely remain unchanged, and may advance. Pure lard is firm at ½ cent advance over last week. Compound lard is also firm at ¼ cent advance. A very good demand is reported for both. Dried beef is firm at 1 cent advance, and the consumptive demand is reported good. Barrel pork and canned meats are unchanged and in fair demand.

MARKET NOTES.

Good peaches are scarce and high. Delawares of rather bad quality and condition are coming forward at \$1 to \$1.25. Jersey white peaches are about over and the range for the best is \$2 to \$3 per crate. There has been about one-third of a peach crop in Jersey and hardly a tenth of a crop in Delaware.

Cantaloupes are mostly from nearby, and range from 25 to 60 cents per basket. A few Maryland cantaloupes are coming forward at \$1.50 per crate.

Jersey is shipping a few watermelons out at 10 to 20 cents each. Maryland and North Carolina melons are also coming forward at about the same price, but they are larger.



Editor Science of Advertising.

Dear Sir:—Having read your paper and profited by your criticisms the past ten years, I am sending several copies of a circular I distribute every Thursday afternoon. These copies have the date marked on the back when distributed.

When moving from my old stand I issued a circular the size of the large one announcing a closing-out sale and have followed it up since I moved and have gotten good results from them.

With best wishes for the continued success of your valuable paper, I am

Very truly yours,
JNO. BRAYSHAW, JR.

Mr. Brayshaw sent quite a batch of circulars, most of them 6 x 9½ inches, but one just twice that size. They appear to be pretty good, carefully prepared circulars, and ought surely to get results if issued regularly and the distribution is systematically and intelligently done. Below is one of the large bargain circulars issued shortly after Mr. Brayshaw moved.

This circular is about as certain

to get some returns as an advertisement of this sort can be. The values offered seem to be good and the prices low. In fact, some of the prices are rather deeply cut. The 5-cent counter idea I believe to be a particularly good idea, and if every reader hereof would adapt it to his own store he would find at the end of the year that it had paid him surprisingly well.

Here is the latest of the small circulars in the next column.

In my judgment this circular is not as good as some of the other small ones, because it is much more of a simple price-list than they are. If I were Mr. Brayshaw I should write advertisements and not price-lists. One or two of the circulars he sends me—the one headed "To Truthfully State," for example—finds something to say about almost everything advertised on it. The one I am re-

producing, headed "The First Step," says nothing about anything except "Fancy Spring Chickens." The reason is not far to seek. On the "To Truthfully State" circular but sixteen articles are advertised, while on the other there are twenty-four. An advertiser with but a small space

==THE FIRST STEP==

Toward Economizing in Your Marketing Leads You in the Direction of Our Store. In Proof of This Statement, Read the Special Offerings Below

Fancy Spring Chickens, Live . . . per lb, 20c
Dressed Chickens and Fowl, Our Own Killing, Fresh Every Friday for Saturday's Market

Legs of Spring Lamb . . . per lb, 15c
Home-dressed Veal Roast . . . per lb, 12½c and 15c
Pure Kettle Rendered Lard . . . per lb, 11c
Best Quality Sugar Cured Hams . . . per lb, 18½c
Select Picnic Style Hams . . . per lb, 11c

P & G Olefin Soap . . . 6 for 25c
Gold Dust . . . 25c pkgs. 4c
Gold Dust . . . 25c pkgs. 18c
Fairy Soap . . . 2 cakes, 9c

Boyer's Best Polish . . . 10c bottles, 7c
Green Seal Relish . . . 10c jars, 7c
Best Fall Head Rice . . . 4 lbs. 24c
Polled ham & tongue flavor, 3 cans 11c

Special Elgin Creamery Butter, Friday and Saturday Only, per lb, 30c
Fresh Country Eggs . . . per doz, 25c
Best New York State Cheese . . . per lb, 17c
Fancy New Potatoes . . . per pk, 45c

SPECIAL SALE OF FISH THIS WEEK

Rock Fish and Spanish Mackerel . . . per lb, 12½c
Halibut Steak . . . per lb, 18c
Butter Fish and Salt Water Trout . . . per lb, 10c
Clams, Shucked . . . per doz, 15c
Fancy White Crab Meat . . . per qt, 30c
Soft Shell Crabs . . . per doz, 40c

JOHN BRAYSHAW, JR.

6th and A Streets N. E.

Telephone Lincoln 255

No Branch Stores

at his disposal should always resist the temptation to exploit too many things. There is a constant pressure to do this. You sit down to write an advertisement, and out of a stock of several hundred articles many things come crowding into your mind to advertise, and it is sometimes easier to put them in than to leave them out. Unless there was some special reason to print a list of prices and nothing else, as there might be, for instance, where a list of shopworn or soiled label goods were advertised at a very low price, I should never advertise more goods than I could say a word or two about. There are times when an advertised article speaks for itself, as where you are offering Lea & Perrins sauce for illustra-

tion, known everywhere as a 25-cent article, at 19 cents. Such cases need no particular talk about the goods—as I say, they do their own talking. But where the goods don't do it, it is necessary to do it for them or lose much of the force of the advertisement.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Baltimore Canned Goods Men Adopt Weights.

At a special meeting of the Canned Goods Exchange of Baltimore, to consider the printing of net weights on labels to conform with the new Florida food laws, a motion was carried recommending to the members the following weights to be printed on labels in the States wherever this is required by law, as follows:—

On No. 1 cans, regular or tall, for fruits and vegetables, the words "Contents 10 ounces or over."

On No. 1 flat cans, for fruits and vegetables, the words "Contents 8 ounces or over."

On No. 1½ cans for fruits and vegetables, the words "Contents 12 ounces or over."

On No. 2 cans, for fruits and vegetables, the words "Contents 18 ounces or over."

On No. 3 cans, for fruits and vegetables, the words "Contents 29 ounces or over."

On No. 10 cans, for fruits and vegetables, the words "Contents 95 ounces or over."

Another motion was carried recommending that on cove oysters the weights to be printed on the labels shall correspond with the weights as sold by, or in other words; for example, No. 1 cans of 5-ounce oysters the words to be printed on the label shall be "Contents 5 ounces."

Apples have a wide range. The fanciest will bring \$1 per basket, but the run of the market is from 20 to 60 cents. The demand is fair.

TO MY FRIENDS

I wish to express my appreciation of the "housewarming" I received during my opening week at my new location, 6th and A streets, which far exceeded my expectations, and the genuineness of their good wishes has been evidenced by their continued patronage. With the stock of two stores in one we will continue to give you the benefit of many bargains while they last. We have finished moving, but it will take us some little time to get our stock straightened out in our new quarters, and new lots will be added to the bargain counters daily as we get to them. The prices quoted here are good at both stores, but I have not all the articles of broken lots in stock at 3d and F streets. The staple goods will be sold at the same price at both stores, but the largest assortment will be found at 6th and A streets.

On the 5c Counter

will be found every variety of 10c box Spices, Cocoa, Lowrey's Chocolate Powder, Pineapple Chunks, standard brands Canned Goods with soiled labels, Jellies, Preserves, odd lots of Pickles, and a thousand and one other articles too numerous to mention. Help yourself—5c a package.

Canned and Package Goods Bargains

Best Maryland Tomatoes, 3 cans for	25 cents	Quaker Oats, 3 packages for	25 cents
2½ lb. Karomel Syrup 3 for	25 cents	Heckers Oats, 3 packages for	25 cents
Blue Label Karo Syrup, 3 cans for	25 cents	Post Toasties, 3 packages for	25 cents
Campbells Soup, 3 cans for	25 cents	Aunt Jemima's Pancake Flour, 3 packages for	25 cents
15c cans Curtice Peas	11 cents	Blue Hen Ma ches 2 packages for	25 cents
15c cans Pineapple Chunks	10 cents	Grape-Nuts, 2 packages for	25 cents
15c cans Sliced Pineapple	10 cents	Shredded Wheat Biscuit, 2 packages for	25 cents
30c cans Curtice Broa. Soup	15 cents	Best Imported Macaroni, 3 packages for	25 cents
90c cans Pure Olive Oil	69 cents	Golden Egg Macaroni, 3 packages for	25 cents
10c cans String Beans, 4 for	25 cents	Seeded Raisins, 3 packages for	25 cents
Maryland 2½ Peaches, 3 cans for	25 cents	Golden Dates, 3 packages for	25 cents
15c cans Van Camp's Beans, 2 for	25 cents	Gold Medal Currants, 2 packages for	25 cents
20c cans Snider's Beans	15 cents	Best 10c Corn Starch, 4 packages for	25 cents
Terrapin brand Apples, 3 cans for	25 cents	Grandmas Borax Powder, 5 packages for	10 cents

Low Prices On Things You Need

Best New York Pea Beans per quart	10 cents	"Richmond" 25c Washboards	19 cents
California Lima, 2 quarts for	25 cents	"Labor Saver" the best Zinc Board made	29 cents
Best Pearl Romaine, per quart	5 cents	50c Brooms	39 cents
Best German Sauer Kraut, per quart	5 cents	35c Brooms	29 cents
Toilet Paper, 3 rolls for	10 cents	50c Garbage Cans	39 cents
Best Lump Starch, 3 pounds for	10 cents	1-gallon Oil Can, to close out	17 cents

Tomson's Red Seal Borax Soap Powder Free at 6th and A Streets Saturday

Home-dressed Pork, per pound	17 cents	Pure Lard 2 pounds for	25 cents
Legs of Lamb, per pound	15 cents	Roast Veal, per pound	15 cents
Best Elgin Butter, 3 pounds for	\$1.00	Fresh Country Eggs, per dozen	25 cents

"Old Manne" Syrup—everybody knows the quality—\$1 a gallon

Brayshaw's No. 25 Coffee, 5-lb pail, \$1.25
Guaranteed to please or money refunded.
This is unquestionably the best value obtainable since the advance in the price of Coffee

Our 15c Sale of Goods In Glass

is a winner. Every bottle worth more. All 25c Catsups, Olive Oil, Preserves, Heinz's Vinegar, 25c. Extracts, Salad Dressing, and many other things included. On sale in front window.

JOHN BRAYSHAW, JR.

6th and A Streets N. E.

Telephone Lincoln 255

3d and F Streets N. E.

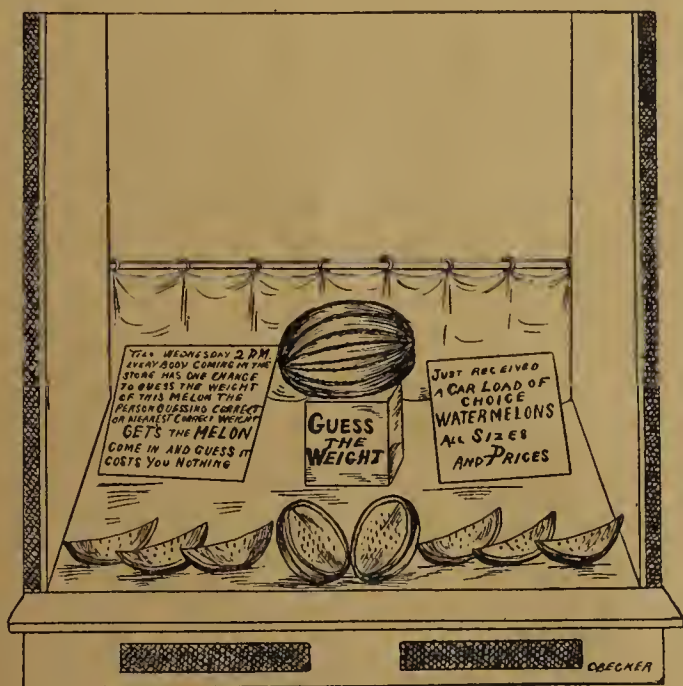
Notes & Co., Printers, 815 and 817 N. W.



A Scheme Window.

The up-to-date grocer is always on the lookout for a good scheme bringing trade. Here is a good suggestion that most dealers in green melons will take advantage of. It will only cost him the price of one melon, but this window is bound to bring in plenty of new trade and the profits on the extra sales will surely more than cover the cost of the melon. This is also a good way to advertise melons, especially after receiving a large lot and wish to advertise and dispose of them in a short time.

It is arranged as follows: First cover the window on the bottom with white crepe paper. Along the front place slices and halves, if you like them that way. Now cover a corn or tomato box with the white crepe paper and with black paint or ink letter it like in cut. At one side place



a sign card, with prices if you wish to, and at the other side a large sign card with the time and days of the guessing. The merchant can arrange the display to suit himself. The idea is strangers will come in for the fun of having a guess and very often make a purchase before going out. Oftentimes a little scheme like this wins permanent new trade.

Use some of the white crepe paper for a background. The guessing should be conducted as follows. Every one who guesses writes his or her name and address, with the weight they guess, on a slip of paper and drops it in a box; a pasteboard box will answer, only seal the top. When the drawing comes off, first weigh the melon, then in

the presence of a few customers look carefully over the slips. In case there are several correct ones, put them in the box or a hat and let some one draw out three, the third slip being the winner.

Corn Display.

Green corn being so much in demand now, it makes a nice window display when used in this manner. An arrangement like this not only advertises the corn on the ear, but canned, dried, etc. To arrange, use a pale yellow paper on the bottom of the window; this is most effective and will show up the green corn to the best advantage. Along the front of the window place some ears, like in illustration. Now get three corn boxes, place them along the centre of the window, nail a couple of boards around them in slanting position and then



cover them with some strong paper and last with some of the yellow paper. The mounds around the boxes should be made as round as possible. Now cover the rims of three cheese box lids with the yellow paper, place them on the top of the boxes and fill with hominy, corn meal, dried corn, etc. Place a small price tag on each pile. Now cover the mounds with ear corn, like in the illustration. Back of each mound place a semicircle of canned corn. Place a few stalks at each side of the window, if you can obtain them. They are held in place by fastening the tops to the wire that supports the sign card suspended in the centre.

Low Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., August 1, 1911.
999,589. Preserving compound for eggs. E. Petersen and M. Clairemont, Santa Barbara, Cal.

999,217. Condiment for welsh rabbits. D. R. Greene, Chicago, Ill.

999,257. Egg baker. G. Radtke, Chicago, Ill.

999,274. Process of conserving fish meat. R. Tern-Schwartz, Germany.

999,478. Potato peeling machine. S. B. Archer, Saratoga Springs, N. Y.

999,684. Coffee mill. E. M. Walker, Meriden, Conn.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 35,038. "New State" for rice, etc. The Williamson-Hakell-Frasier Co., Oklahoma, Okla.

Ser. No. 54,136. "Kulshau" for canned goods. P. P. Lee & Co., Bellingham, Wash.

Ser. No. 55,527. "Morning Tonic" for

blended coffee. Clark & Host Co., Milwaukee, Wis.

Ser. No. 55,874. "Pheasant" for wheat flour. Lexington Flouring Mills, Lexington, Mo.

Ser. No. 53,242. "Ideal" for bread. G. E. Mansfield, Jr. Springfield, Mass.

Ser. No. 56,662. "White Poppy" for wheat flour. Christian Breisch & Co., North Lansing, Mich.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. tf

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

SITUATION WANTED.

MANUFACTURERS AND PACKERS.—We have at present a salesman in our employ who desires to connect himself with a firm as salesman. Has been with us for the past eight years and while we regret to lose him we desire to place him as advantageously as possible. He can produce the business. Thoroughly acquainted with trade in Pennsylvania, New Jersey and Delaware. For information address W. H. Naylor, Circulation Manager, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

FOR SALE.

FOR SALE.—Great Sacrifice. Grocery, provision, general store, dwelling and stable. Established business. Centrally located in thickly settled suburban section. Maurice J. Hoover, 414-15 Real Estate Trust Bldg., Philadelphia, Pa. 8

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Grocery and notion business established twenty-five years. Storeroom and dwelling can be rented. Reason for selling, death in family. A. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—An old established grocery, meat and provision store in the south section of Chester, Pa. Will sell for a very low price, \$4,500, to a quick buyer, with privilege of buying property. T. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of a good corner grocery and provision store, doing a good business. Will sell to a quick buyer for \$800. Property can be bought for \$4,200. Six rooms and all conveniences. D. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second Street, Philadelphia, Pa. tf

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—Complete outfit for making sausage and scrapple. Ten horse power engine and boiler, eighty gallon scrapple kettle, sausage cutter and stuffer, shafting, etc. The same can be seen by calling at 8000 Frankford Ave., Philadelphia, Pa. 8

FOR SALE.—An old established grocery and delicatessen store, doing a fine business. Will accept \$1,150, if sold at once. Neighborhood Forty-ninth and Woodland Ave. Dwelling has ten rooms and bath. I. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Corner grocery and provision store. Would do good with fresh meats. Will accept \$1,100, if sold at once. Property containing six rooms and conveniences, can be bought for \$5,100. Northwest section. S. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Stock and fixtures of a good corner grocery store. Has a well paying milk route. Will sell for \$1,275 to a quick buyer. Rent, \$20 per month. Dwelling contains six rooms, bath and all conveniences. 1429 N. Twenty-second St., Philadelphia, Pa. 9

FOR RENT.

FOR RENT.—At Beach Haven, N. J., grocery and provision store, stocked, furnished and equipped. Golden opportunity for ambitious party. Apply quick. W. S. Cranmer, Cedar Run, N. J. 8

BUSINESS OPPORTUNITIES.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tloga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying established business investigate this one before looking further. About \$3,000 required; part cash and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty four years' occupancy has proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years

and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers	@ 1.50	\$.60 sell @	\$1.20
50 5-in. "	2.50	1.25 "	.05 2.50
70 6-in. "	3.50	2.45 "	.06 4.20
50 7-in. "	5.00	2.50 "	.08 4.00
40 8-in. "	7.00	2.80 "	.10 4.00
		\$9.60	\$15.00

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

Anker's
Bouillon
Capsules

SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET NEW YORK

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Monday.

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and Canada.

AND

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Native Fig Packer, Visiting Philadelphia, Tells of Incredible Filthiness in Fig Packing for American Market

Says that Most Smyrna Plants Reek With Filth and the Operatives With Syphilis. Syphilitic Natives Shape in Diseased Mouths the Fancy Square Figs Sold Largely in United States. Better Packers Employ Physicians to Examine Operatives. Clean Figs Bring Premium.

The fig season is approaching again and every retail dealer will be interested in the statements made regarding them by an important native fig packer who recently visited Philadelphia. If this packer tells the truth, and his reputation is that of a reliable and trustworthy man, conditions of incredible filthiness have surrounded the packing of figs for the American market, and the man who ate a Turkish fig has taken his life in his hands.

As readers hereof know, several fig importers had trouble with the United States Government last year over the fact that several large consignments proved under the Government's examination to be filthy and unfit for food. In many cases figs were held up and in some cases were not admitted to the country at all. Certain information received and published at the time demonstrated that the average Smyrna fig packer had taken no

precautions whatever as to the cleanliness and sanitary condition of his figs, and that the methods of preparing and packing them for the American market were vile in the extreme.

But according to the packer in question dirt is not the worst evil about the packing of figs. He declared when in Philadelphia that the men and women who work in the fig-packing establishments are infested with the most malignant form of syphilis, and that they handle the figs with their diseased hands without the slightest precautions against contamination. According to this packer it is the common practice for square figs, which come to this country as something extra fancy, to be given their square shape by the mouth of an operative reeking with syphilis!

The packer referred to here and one or two more, have inaugurated a campaign for cleanliness which has already produced some

results. This particular packer employs a physician during the entire season to make a physical examination of every man and woman who applies for work. Each day he enforces a rule that every operative, before beginning work, must thoroughly wash his face and hands on the premises, and the man who forces this rule stands at the entrance door with a club in his hand. Many of the other factories, however, still cling to the old and filthy methods, as their own country has passed no laws on the subject, and seems not to care how its products are sent out.

The fact that care and cleanliness pay is proven by the fact that the fig packers who are observing these rules are able to get a higher price for their figs in this country. Their goods command a premium of $\frac{3}{8}$ cent per pound, which, all things considered, shows the insignificant cost of proper care. These also command a premium from the retailer.

National Secretary Green Looks Into Parcels Post in Germany

Executive Officer of National Retail Grocers' Association Tells How Mailing Merchandise at Low Rates Works There. Paris Hats and Eggs Both Sent by Mail. English Pension System for Worn-out Grocers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

August 22, 1911.

Leaving New York the last of June we landed in Cherbourg, France, early in the second week in July and proceeded directly to the capital of the German empire, Berlin, carrying letters of introduction from a United States Senator to the American Consul.

The letter stated my position with the association, the information wanted on the specific question and that if given the assistance I required the Senator would be greatly obliged.

With this letter I made my call on the gentleman who received me kindly, and the following day sent his deputy with me to the postmaster-general.

Our tour began through the department of packet post on post parcels. I was accorded every courtesy, all questions were an-

swered freely and every corner of the buildings, including receiving and shipping departments, were shown me.

The main building in Berlin dedicated to this business covered an entire block. Forty thousand packages are received for distribution daily and as many received for shipment. I saw packages in length about four feet and six to eight inches in diameter, and hundreds of boxes and bundles. The guide laughingly told of the Paris widow hats and the small number that could be carried in a van.

One hundred and eighty wagons are used to distribute and collect packages for the city of Berlin alone, not taking into consideration Charlottenburg, which is now a part of the city, but retains its former name. Added to the cost of postage a charge of 15 cents is made for delivery, but when the package is called for there is no extra charge.

There is not a straight charge for parcels through the empire, but a zone system, the charge on sealed packages being as follows:

From 1 to 5 kilograms,						
Zone 1	25	pfennig				
From 1 to 5 kilograms,						
Zone 2	50	pfennig				
No extra charge for this amount up to Zone 6.						
From 5 to 6 kilograms,						
Zone . . .	1	2	3	4	5	6
Pfennig . .	30	60	70	80	90	100
From 6 to 7 kilograms, . .	37	70	90	110	130	150
From 7 to 8 kilograms, . .	40	80	110	140	170	200
From 8 to 9 kilograms, . .	45	90	130	170	210	250
From 9 to 10 kilograms, . .	50	100	150	200	250	300
From 10 to 15 kilograms, . .	75	150	250	350	450	550

To make these figures easily understood the following explanation is given:—

One kilogram is equal to two and two-tenths pounds (2 2-10). One hundred pfennig is equal to 25 cents.

There are scheduled rates between ten and fourteen pounds, but the above table will suffice to show the rates.

Question: In case a farmer wants to send eggs to a customer in the city, what plan have you in taking care not to break the eggs?

Answer. The shipper ties one empty egg shell on the top of the package and it is delivered safely.

All goods are handled in a careful manner and are delivered

without injury or loss. The people are not satisfied with the zone system and are looking forward to the time when there will be one straight charge or flat rate.

On the 19th of July I attended the meeting of Federation of Retail Grocers of Great Britain at Swansea, South Wales.

During the convention an appeal was made for the benevolent fund, which fund is to provide pension for old and unfortunate grocers and their widows: a such a response! I have wished a thousand times that the sentiment prevailing at that time could have been photographed and given to the world. In a little less than an hour sixteen hundred pounds (\$8,000) had been subscribed amidst the utmost enthusiasm. Every hundred pounds total was received with great cheering. That indeed was a lesson for us. In our prosperity we forget the less fortunate, but not so the and when at last the grand total was announced pandemonium reigned and men forgot all decorum in the consciousness of having done something for others. This incident can never be erased from the memory of those who saw it.

JOHN A. GREEN
Secretary National Retail Grocers' Association.

Martindale Thinks Colored Tea Ruling Will Affect Retail Tea Trade

Includes Green Tea and Forces Retailer to Use More Black Tea in Blending in Its Place. Thinks the Premium Tea Business Will Suffer Most.

There has been considerable discussion throughout the country of the probable result of the recently reported order of the Tea Board that artificially colored tea could not enter this country. A variety of opinions have been expressed, many authorities contending that the new order of things would not affect the retailer at all, as color, or "le," which color partially represents, was not a factor in a consumer's selection of tea. Thomas Martindale, of Philadelphia, however, who has made an unexampled success in the retail handling of tea, thinks that the retailer will feel the order very seriously, because the green teas which he has been accustomed to use in his shops cannot now enter the country at all. Mr. Martindale makes the following statement:—

After due notice to the grocery and tea and coffee trade on the part of the Government that after the 1st of May, 1911, no more artificially colored teas would be admitted into the United States on that date, the stores were shut down, and now colored or so-called colored teas cannot come in. This affects Young Hysons, Hysons, Imperials, Gunpowders, Ping Sueys, Hoochows and Moyunes in China tea and panned Japan teas.

Some tea importers say that the exclusion of these teas will mean a shortage of over 40,000 packages, which necessarily will have to be made up by a larger use of black teas, which will undoubtedly enhance their values.

It should be borne in mind that a very large proportion of teas are sold in blended form, and most of the blends contain a proportion of about 33 1/3 to 40 per cent. of green teas.

The question now arises, how are the dealers to satisfy their customers who have for such a long time been used to the flavor of green tea in their blends? It would seem to us that the housewife will soon note the difference in the taste of her tea and will ask her dealer the reason why, and when that is given she will probably—womanlike—visit other stores to find out if there isn't one of them at least that has "taken time by the forelock" and laid in a stock of green teas enough to satisfy his trade until consumers become gradually accustomed to an all-black tea, and to that dealer she will perchance transfer her trade.

With green teas excluded from the United States entirely together with the shortage in this year's crops of India and Ceylon teas (caused by the drought and by mosquito blight) and the present light stocks now held in all parts of the United Kingdom, which are

21,258,000 pounds less than they were in 1910, the trade must look for a substantial hardening of tea values. This will test the ingenuity of the retail trade of the country to make a satisfactory profit upon their tea sales.

To those dealers who have been giving trading stamps, presents and other inducements to purchase tea this subject is one that is bound to give them grave concern. For instance, last year Congou teas were in an oversupply here because of large purchases made in anticipation of a duty of 10 cents per pound the previous year, and the lowest grades of these teas sold down to a price that didn't pay the cost of picking, firing, packing and shipping the tea, let alone the planting and growing, as many large sales were made as low as 7 1/2 cents the pound.

The reaction has now come and this same grade of tea is now selling at 12 cents per pound in invoices from first hands, which means that when these teas get distributed to the wholesale grocer and from him to the retail dealer, in a small way, the price will average perhaps 20 cents the pound.

The dealer who attempts to sell to his trade a Congou tea simply by itself will soon come to grief with his tea trade, as it is not by itself at all fitted for the tea drinker's palate. There should be a goodly portion of Oolongs mixed with it and also green teas to give to the resulting blend that piquant and desirable taste which pleases, comforts, stimulates and nourishes the consumer as no other beverage in the world does.

AMONG THE TRADE.

The Government instituted proceedings in the United States District Court last Monday against three local food dealers, charging them with violating the food and drug act of 1906. John P. Wilde, of 825-27 North Second street, is accused of misbranding a mustard he manufactures, known as "Wein Senf." S. D. Conwell & Co. are charged with adulterating "Paragon Vanilla Flavor" by a coloring which looks like the extract of vanilla bean, while Henry W. Juergens, of 2615 Germantown avenue, is alleged to have shipped 20 pounds of sausage to Camden which had not been passed upon by the food inspectors.

The Consumers' Co-operative Trading Association, of Philadelphia, has been incorporated under the laws of Delaware with \$100,000 capital.

Picnic Specialties for Labor Day

Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about five pounds. Makes a quick and delicious breakfast, sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon, or warmed in the oven in one piece it takes the place of a roast.

Lunch Roll

(Trade-mark)
Reg. U. S. Pat. Office

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled. Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all.

Cervelat

(Also known as Summer Sausage or Winter Bologna)

Not to be confounded with Lebanon Bologna or similar cheap products. Very choice and different from the numerous brands on the market from the fact that it contains no cereals. In beef and hog casings.

Bologna Sausage

Burk quality. From animals slaughtered on the premises. No cereals.

Burk's Hams

Different from others in cut and trim, having short shanks and round butts. No salty taste—being new and sugar cured. Bright color, smoked with hickory wood.

These goods are absolutely pure—contain no adulteration and are free from artificial preservatives.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

The New York Letter

Jobbers Who Sell in Florida Put Out Over Drastic Provisions of New Food Law There. Much Discussion of Alleged Cold Storage Abuses. Coffee Trust Under Governmental Inspection. Wholesale Rejections of Colored Tea Likely. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, August 24, 1911.

Wholesale grocers are making preparations to comply with the new and drastic food law of Florida and are thanking their lucky stars that there are not many more new State laws, varying one from another. In two respects the wholesalers are made to feel the effects of the Florida law. Its provisions for stating on labels the net weights of all food in packages are most rigid. Accordingly, the wholesalers are having printed quantities of stickers that are to be pasted on all packages shipped into the State.

Another provision will prove even more troublesome to the wholesalers and to some manufacturers. It declares that food is adulterated if any preservatives, including benzoate of soda, are used. Accordingly, the manufacturers who have been using benzoate of soda must turn out a different product for sale in Florida or else lose whatever business they have in that State.

Patent medicines made in the United States were exported in the last fiscal year to the value of \$7,000,000, according to a report given out by the Government's Bureau of Statistics. The exports have been growing steadily. In 1900 the total was only \$3,000,000. Practically every country on the globe buys American patent medicines. The Chinese and Japanese are about the smallest buyers, apparently not taking kindly to our medicines.

Cold storage abuses are beyond public conception, according to a report made in the last week by the State Department of Health, following investigations made by inspectors in a number of cities. The Legislature, after the investigations of last year, enacted a new law, the Brennan cold storage law, and the inspectors reported that this law is flagrantly violated

on all sides and that the evils attendant on the business are about as great now as ever.

In substance, the State authorities now find that the quantities of food placed in cold storage are much greater than were revealed by the former inquiries. The food is placed in storage, according to the report, not always for the purpose of holding it from periods of plenty to periods of scarcity, but for the purpose of maintaining an artificial scarcity and manipulating prices.

Butter, eggs, poultry and fish, the investigators say, are kept in storage much longer than the new law permits. Food is sometimes returned to storage after being taken out in an effort to sell it, and this is against the law.

Some of the warehouses are declared to be in a filthy condition and infested with vermin. It is also said that the cold storage is often a farce, as the storage rooms are not kept sufficiently cold and there are great variations in temperature that are injurious to the food.

Assemblyman Brennan, who introduced the cold storage law, says that the conditions, as revealed by the present investigation, are even worse than he had supposed that they were when he prepared the bill. He is confident, however, that the State Board of Health will grapple with the situation and get the business on a proper basis so that the sanitary conditions will be looked after properly and the warehouses shall not be illegally used for the manipulation of prices.

Extracts from the State Board's report give many details of interest:—

An examination of the cold storage warehouses in New York City shows that the extent of this industry is far greater than was ever imagined, and the public can scarcely conceive of the immense quantities of goods held in storage. In twelve storage houses alone in New York City visited by the inspectors there were found to be over 7,300,000 pounds of poultry and meat, 4,500,000 pounds of fish, 2,000,000 pounds of cheese, 6,000,000 pounds

of butter and 500,000 cases of eggs. A thorough examination of all the plants is being made.

The department states that although in the modern plants the conditions are fairly satisfactory, in others, as many as four of the first twelve inspected, conditions were far from satisfactory.

In these places the floors were not in good condition, the rooms in which meats were stored were filled with dirty barrels and rubbish. In one place the floors were entirely of wood and infected with insects; walls and ceilings in very bad condition, neglected and unclean.

In another place the floors of halls leading directly to rooms where food was stored were wet, muddy and, in many places pools of water had formed, which in some instances evidently had been standing for some time, as it was stagnant. In this place, in the rooms where the meat was stored, everything was in disorder, with evidence that the floors and walls had not recently been cleaned or swept.

In another one of the storage warehouses the walls were unclean; that floors were not swept or cleaned; that even the rooms in which the food was kept were in a dirty condition.

Some of the houses are conducted with little regard to scientific principles. The temperature at which the food is stored varies considerably, in many cases it being farcical to call it cold storage, as the temperature is twenty-five degrees higher than that acknowledged by experts as necessary for the proper protection of the food, butter having been found kept at thirty-five degrees, the proper temperature being zero.

An examination of the books, especially in the warehouses storing poultry, tended to show that they were largely placed in storage at times when they were low in price. This appeared so frequently that it would seem a question as to whether the storage was conducted merely for the purpose of carrying over the surplus supply of one season to the scanty time of another.

It was found on the examination of the poultry that in some cases it was unfit for consumption. The department will insist vigorously on the labeling of food products as to date of receipt and delivery and also the selling of cold storage foods as such, for certainly the consumer has a right to know what he is buying.

The storage of eggs in some warehouses has proved to be most lax. They are brought into contact with other goods and much deteriorated by their proximity and absorption of odors. Eggs kept in storage for long periods acquire a taste much different from the fresh article. This change in odor and flavor is so pronounced and so distinctly unpleasant that it does not require an expert to distinguish the fresh-laid article.

The work of inspection will be systematically conducted, and a vigorous enforcement of this important health legislation will be carried on. The results will insure that cold storage plants are kept in proper sanitary condition and that the foods are marketed after a reasonable period and sold for what they are.

Some of the facts are coming to light as to the inquiry which the Government has been making into the supposed manipulation of prices by the coffee interests—sometimes called a trust.

According to the reports that are circulating, the Government's attorneys have obtained evidence of the sales of coffee below the market prices under agreements that such supplies were not to be delivered on any contracts made in the regular business of the Coffee Exchange.

In other words, it is claimed that an artificial shortage has been produced and prices maintained by manipulation, but that the holders of supplies have been unloading some of their stock secretly to buyers who agreed not to let such coffee go into immediate consumption and not to let it enter into any of the regular transactions of the Exchange.

The valorization interests are, of course, supposed to be back of the movement. It appears also that there is a group of brokers who have been selling short and the valorization people have been preparing to squeeze these "shorts."

A wholesale grocer said that it looks to him as if there has been a conflict between the two groups of speculators and that the shorts have begun to squeal.

Notices have been received that the Government will enforce to the letter the law against admitting colored teas. These notices were brought out by reports that shipments of colored Chinese teas are now on their way to this country, and particularly that one ship containing 50,000 pounds of the colored tea is either now at San Francisco or soon will dock there.

The Tea Association of New York held a special meeting several days ago to consider the threatened arrival of the colored teas. The information received by the association confirmed the reports that had been circulating.

The association sent on to Washington the information that it had received and asked the Government to keep the colored teas out of the country. It was represented that as the law is against the importation of such teas it would be unfair to the trade at large to allow any favors to any particular importers in this respect. Some Western importers have appeared to be desirous of getting the bars down for a while, but the brokers in this city took the position that the interests of

the trade as a whole should be protected by the strict enforcement of the law. Otherwise, some importers would obtain unfair advantages over others who had accepted the Government's rules in good faith. The Washington authorities answered that no favors would be shown and that colored teas would be seized on arrival.

Read Gordon, of Gordon & Dilworth, the manufacturers of table delicacies, died Saturday at his summer home, Merriwold Park, in Sullivan County. He had long been the head of the house established by his father.

Mr. Gordon was born in 1845 in Port Penn, Del. He was a robust man until two years ago, when diabetes set in and he had since made a brave but hopeless fight against the disease.

Outside of his business, Mr. Gordon was known for his interest in sociological questions and in philanthropic works. He was also a close student of modern chemical progress.

SUMMARIZED MARKET CONDITIONS.

The big roasting interests are buying coffee only for requirements and this lack of support is felt by the brokers. Buyers are inclined to look upon the large shipments as increasing evidence that the valorization interests will not be able to maintain prices much longer at the present level. There is only a routine business in the mild grades.

Teas are quiet and the trade is awaiting the outcome of the examinations of the new China teas now on their way. Some of the experts say that these shipments, or some of them, will not stand the test for coloring material and so will be held and perhaps sent back. Some buyers are looking for concessions and seem willing to place large orders if the prices were made satisfactory to them. The opinion seems to prevail that a lively trade will be enjoyed in the coming fall months.

Rice is quiet, with a firm tone to the offerings. There have been some slight advances at the South.

Prices of sugar have been advancing. The market is strong all around and the refiners were compelled to put up quotations

because of the advance in raws. The general advance was to 5.85 cents, less 2 per cent. for standard granulated. The Federal price is 5.95 cents, less 2 per cent.

Canned tomatoes are unsettled. Some of the packers now look for a good total output, and as the buying interest is quiet they are trying to stimulate it by offering concessions. Other packers are firm in their views and are waiting for the buyers to come forward and pay the prices. The quotations for standard Maryland No. 3 vary from 80 to 82½ cents. The jobbing grocers in this city seem to think that after the season is well under way they can get better terms than at present. They have refused offers of brokers to submit bids of 77½ or even 75 cents for No. 3s.

Corn is quiet but firm. Peas continue scarce, with buyers and sellers apart in their views as to values. Beans are held firmly. In general, the business in canned vegetables is quiet.

Business in California canned fruits is restricted by their scarcity and high prices. Southern canned fruits are quiet. Gallon apples are dull, as buyers think that lower prices must come.

California dried fruits are weaker, concessions being made in an effort to stimulate buying operations. This is especially the case in future prunes. Leading packers are said to be willing to book orders for fancy seeded raisins, October shipment, at 75¢ cents and the developments generally favor the buyers. Spot currants are dull. There is little interest in peaches and apricots.

Flour prices are upheld on the basis of \$5.25 to \$5.35 for spring wheat patents in wood. Buyers would now be willing to place orders for large shipments, it is said, if prices were again dropped to the \$5 basis.

There have been heavy receipts of butter and the tone of the market has been unsettled as a result. The fancy stock in specials is easily obtained at 28 cents or even at a fraction below that figure. All of the grades, in fact, show weakness and sellers are generally willing to make concessions on large sales. Extras are quoted at 27 cents; firsts at 24 to 25½ cents; seconds at 22½ to 23 cents. Some of the dealers believe that the receipts will continue heavy and

(Continued on page 15.)

New Sour Krout

52 to 55-gallon tierces	per tierce, \$8.85
15-gallon kegs	per keg, 3.25
10-gallon kegs	per keg, 2.20
5-gallon kegs	per keg, 1.40

Finest quality long-cut goods on the market.

New Tomatoes

Castle Haven Brand, No. 2 cans, 2 doz., per doz.,	\$0.67½
5 or 10-case lots65

Standard cold-packed goods and very desirable.
To retail 3 cans for 25 cents.

New Pack Corn

Baker's Whole Grain, 2 doz.	per doz., \$0.77½
-------------------------------------	-------------------

The most popular brand whole grain Corn packed.

New Rice

Fancy Head, 100-lb. bags	per lb., \$0.047½
5 or 10-bag lots	per lb., .04¾

Positively new goods, crop of 1911, just in and a beauty. Whole bean, very clean, very white and very flinty.
A big bargain in Fancy Head Rice.

New Mother's Oats

18 packs in container	per container, \$1.45
In 10 container lots, delivered,	
freight prepaid	per container, 1.40

This is an early arrival of positively New Mother's Oats, crop of 1911. We doubt if you can get New Mother's Oats from many sources.

WRITE FOR THE "CASH GROCER," CONTAINING
PRICES ON A FULL LINE OF STAPLE
AND FANCY GROCERIES

The above prices good for week August 28th to September 2d, inclusive

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

The sensational daily papers have made a great ado during the week over the report made by the New York cold storage warehouses covering the quantity of food products at present in storage. The disclosure was made necessary by the new Brennan law, and the papers seem to see evidence of dire conspiracy in the fact that large quantities of butter, eggs, poultry and fish are in store at this season of the year.

Here is a paragraph on the subject from the Philadelphia "North American":—

In twelve storage houses alone visited by the inspectors there were found to be more than 7,300,000 pounds of poultry and meat; 4,500,000 pounds of fish; 2,000,000 pounds of cheese; 6,000,000 pounds of butter, and 500,000 cases of eggs.

On this text several newspapers preached fiery sermons on the evils of cold storage, the oppression of the consumer, the artificially high cost of living, the cornering of the food supply, and so on.

The writer is inclined to wish that these fools might have to pass through a year without cold storage facilities for evening up the food supply. With eggs bringing next to nothing all summer and a dollar a dozen in the winter, and more, with producers leaving the business because of conditions which robbed them of profit first through glut and next through famine!

With butter glutted to the quick from April on to the end of summer and bringing fabulous prices in the winter when the

make fell off. One year of this, and those who decry the use of cold storage now would fall on their knees and pray for its restoration.

It is impossible to conceive of anything more vitally valuable than a plan which takes a surplus food product when the demand cannot consume it and conserves it against the time when conditions will reverse themselves. It is admitted that there should be no manipulation of such a thing.

Readers of this journal will remember some recent comment on the fact that fourteen secretaries of Western retail lumber organizations had been indicted at the instance of the Government for maintaining a combination in restraint of trade. The combination consisted of boycotting all manufacturers who sold consumers of lumber direct.

These fourteen lumber secretaries, in need of moral sustenance and comfort, now issue a call for a national federation of retail merchants in all lines. They have asked national organizations in all branches to appoint committees to meet the retail lumber interests in Chicago in October. The plan is to form at that time a national association of retailers representing every line of industry, to defend the retailer's right to fight for his place in the scheme of trade.

The writer hopes that the grocery and general mercantile interests will not affiliate in any way with the lumber interests, un-

til the latter are purged of their alleged crimes and misdemeanors. The Government is just now looking for trouble and anything that makes a noise like a trust or combination is going to be smashed if the Government can do it. This is not the time to go into schemes like this.

In a letter in another column National Secretary Green tells of a scene he witnessed at the convention of the Federation of Grocers, when in a few minutes \$8,000 was raised for old and unfortunate grocers and their widows. The money thus subscribed goes into a benevolent fund, which provides a pension for worthy but destitute veterans of the trade.

The English shame us in many ways. In all the United States, modern and far-reaching as our charities are, there is no philanthropy that corresponds with this. Here a grocer may be old and destitute; he may have been an honor to his trade, upholding its best ideals until the end, but his fellow-members of the trade take not the slightest responsibility for him. He can go to the poorhouse if there is nowhere else. This is not a charge that the individual members of the grocery industry are cold-hearted or selfish. Probably every worthy case of destitution on the part of one of their own number would meet with ready response—if there was anyone to attend to the matter. There is nothing concerted—no organization for such things, as there

should be. Charity that is everybody's business is nobody's business and is never attended to.

The United States Department of Agriculture makes the following remarkable statement in a communication to this journal:—

Helping to Clear the Grocer of a False Charge.

Improper and antiquated methods of handling eggs in the United States result in losses that reach an estimated total of \$45,000,000 annually. This is 17 per cent. of the estimated total value of the entire crop. Practically all this loss is borne by farmers and other producers, and a large part of it can be prevented. How the Department of Agriculture, through its Bureau of Animal Industry, is solving this problem is told in Bulletin 141 just issued, entitled "The Improvement of the Farm Egg."

Possibly the Government has at last put its finger on the reason why eggs are often inordinately high. Comparing the ordinary winter market for eggs with the market twenty or thirty years ago, almost compels one to conclude that the egg industry is declining and that eggs are becoming a luxury. Yet never was the industry so flourishing or the production so enormous.

The high prices have been charged to retail grocers, who have always been innocent, as the slightest investigation would have shown. Very likely it has been the "improper and antiquated methods of handling" all the time, for while this 17 per cent. loss may be nominally borne by farmers, undoubtedly it figured in the price at which the farmer sold and was included in it. For that reason it was really borne by the consumer.

Secretary Wilson's Criticism of Dr. Wiley Mild.

Is Final Witness in Wiley Investigation. Admits Friction Exists. Roosevelt Ordered that Glucose Syrup Could be Called Corn Syrup. No Report Till December.

Special Correspondence of "Grocery World and General Merchant."

Wash., D. C., Aug. 25, 1911.

Secretary of Agriculture James Wilson went on the stand in the Wiley matter, but his criticism of

the chief chemist proved very mild. The Secretary admitted that there was friction in the Department, and placed on President Roosevelt the onus of reversing the glucose ruling so that glucose syrup could be called corn syrup. The lower food boards had decided that it must be called glucose.

Secretary Wilson's evidence closed the investigation, but the committee will not report until

Congress reconvenes in December. The Secretary said that Dr. Wiley might have taken the employment of Dr. Rusby up with him at the time, but that he had a very indistinct recollection of it. He said he organized the Remsen Referee Board because it seemed best that important scientific questions such as the right to use benzoate of soda, sulphur dioxide, alum, etc., should be decided by several scientists instead

of Dr. Wiley alone. He said Roosevelt thought so, too. But little of importance was elicited from the Secretary.

The consensus of opinion is that Dr. Wiley will not be removed from the Department and he may not even be reprimanded.

Sweet potatoes continue to bring a fairly good price—80 cents to \$1 per basket. The demand is fair.



Cincinnati, O.

The Cincinnati (Ohio) Retail Grocers' Association complained to the Van Camp Packing Co. that their products were being sold by department stores at cut prices. The Van Camp Co. answered in a letter which is an interesting expression as to the duties and obligations of a manufacturer as to keeping his goods out of cut-price establishments. The main portion of the letter is as follows:—

We depend for the most of our business upon the retail grocer in average buying and credit standing. His material prosperity is therefore of great importance to us. We consider his welfare as necessary to our own. We have to consider his business problems, for we are in the grocery business as well as he is.

We make this preliminary statement to illustrate the fact that we are writing with the average grocer's interest in mind and that our remarks are all in a friendly spirit.

You say that the department stores are selling our milk at cut prices. We did not know this, but it is not surprising. They make it a rule to sell EVERYTHING at cut prices, not only in Cincinnati, but in every city not only in Ohio, but even in the United States and all over the world.

We have not sold any milk to your department stores.

It is not necessary for them to buy our milk of us nor, in fact, buy anything of the manufacturer direct to enable them to sell any and everything cheaper than the average retailer sells it.

You know that if any one or all of these stores wanted any article for sale that there is no man, firm or corporation on earth that can prevent them from supplying themselves with what goods they want. If they can't buy them of the manufacturers or of local trade, they can buy in some other city, even by having a stool pigeon buyer who would turn the goods over to them.

Now, this is a fixed condition of the trade. It exists, as we have shown you, all over the world.

You ask us to use our best endeavors to remedy a condition that exists. It is manifest that we and all other manufacturers are helpless to prevent these stores from getting all the goods they want, and naturally the harder the goods are to get, the more they want them and the more determined they will be to get them. It is the rule.

Let us consider the question as it is in reality and what can be done with it, rather than burn down the house to roast the pig.

What holds these stores back from doing more business? We can tell you what is the greatest

check on them. It is the average retailer doing a neighborhood business with a GOOD COMPLETE STOCK, selling it to a clientele of customers who care not to, or who cannot chase around bargain hunting for pennies.

What will enable or help these department or cut rate stores to increase their business? What will send the people right away from the neighborhood stores (customer stores, we call them), to the department stores to buy what the people have made up their minds they want? It will be just the refusal of these neighborhood stores to carry and sell these articles or goods the people have made up their minds they want.

You say some grocers have canceled their orders for our milk because the department stores advertised it at cut prices.

Now, then, who is benefited if the retail grocer sends the people who want our milk or want any other goods to the department stores to be supplied? Has the retailer weakened the department store by sending it this business?

We tell you, Mr. Elliott, in all sincerity and with the most friendly intentions towards the average retail grocery trade of Cincinnati, that the department stores welcome this business the grocers send them.

If the grocers of any town steadfastly refuse to sell whatever goods the department stores cut prices on the grocers eventually will have refused themselves completely out of the grocery business, because these stores cut prices on every article in the grocery trade.

The grocers should organize to SELL goods and not to REFUSE to sell goods.

Your interest is ours. Our advice is friendly and is good.

Yours truly,
THE VAN CAMP PACKING CO.

Little Rock, Ark.

The proper view of a merchants' association to take of food inspecting laws is illustrated by the following bulletin issued by the Little Rock (Ark.) Retail Grocers' Association to its members:—

The ordinance recently passed by the City Council providing for the inspection of all meats and other articles of food, we are sure will meet with the approval of all of our members dealing in such articles. The dealer who sells pure and wholesome goods will profit by the inspection, as it will insure them against such competition as they have sometimes had to contend with on account of peddlers handling goods that are not up to the proper standard. According to the ordinance, the inspectors have power to enter any butcher shop,



Sunday Creek Coal Company Buys Twenty-four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago, and after an open competitive test in which other so-called "accounting systems" essayed to prove their superiority.

¶ In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

¶ The same reason why The Sunday Creek Coal Company bought only

With Only **The McCASKEY SYSTEM** The End of Drudgery

should move you when you consider the installation of a one writing method of handling your accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand, The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

¶ This is what the McCaskey System will do for you:

- ¶ It will cut out your useless bookkeeping, copying and posting from one book to another, and from book to billhead and statement.
- ¶ It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.
- ¶ It prevents errors and the disputes with customers that follow.
- ¶ It collects money faster than any human agency, because every sales slip is a reminder to the customer of the money due you.
- ¶ It automatically limits the credit of those you wish to set a credit limit on.
- ¶ It enables you to prove your loss to the penny if your store burns.
- ¶ The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.
- ¶ The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of The McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "Always know what they owe."
- ¶ Every day you delay in installing The McCaskey System means a loss of dollars and trade to you. Write to-day for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.
- ¶ It is cheaper to own a McCaskey than to do without one. ¶ Act now; write before you forget.

The McCaskey Register Company
ALLIANCE, OHIO

Agencies in all Principal Cities

The Largest Manufacturers of Carbon Coated Sales Books in the World

See our exhibit in Building No. 3 at the Interstate Fair, Trenton, N. J., September 25th, 26th, 27th, 28th and 29th. A souvenir to each visitor.

dairy, bakery, grocery store, fruit stand, cold storage, hotel, restaurant or any other premises for the purpose of inspection, and upon finding any article which is in any way contaminated or unfit for consumption, shall seize and destroy the same. According to the ordinance a fine is imposed of not less than \$10 nor more than \$25 for violation of the ordinance.

Cleveland, O.

The Cleveland (Ohio) Association took vigorous action last week at a recent publication in one of the local papers regarding grocers' profits. The article was as follows:—

Housewives who are avoiding the public markets during the cool weather, telephoning their orders to the family grocer, are paying a liberal bonus.

Staple fruits and vegetables were slashed in the public markets Thursday while grocers with established trade maintained former prices.

Comparison of average prices shows:

	Markets	Grocers
Elberta peaches,		
qt.13 .18	.20 .25
Bartlett pears,		
qt.10 .15	.20
Decker cantaloupes, bas. ..	1.00	1.25
Huckleberries,		
qt.13 .15	.16
Sweet corn, doz. .10	.20	.18 .22
Radishes, bunch 3 for 5c	2 for 5c	
Tomatoes, lb. ..	.08	.10
Apples, lb.03½	.04
Lemons, doz.25	.26
Cucumbers03 .05	.05
Tomatoes08	.10
Potatoes03 .03½	.04

President Peter at once wrote and had published the following answer:—

In your issue of July 27 the article comparing prices of the markets with other grocers and which was flared up with the big heading: "Grocers keep produce high" looks like a bit of horse play.

The grocers of Cleveland are at a loss for such unjust and uncalled for slurs upon them as this article surely is. Whoever wrote the same was either ignorant of the facts in the matter, or extremely careless in handling the same and it is a great presumption on his part to make the statement that the grocers are keeping up prices, for the reason that, in most sections of the city, competition is so keen that they are apt to lose sight of profits in trying to retain their trade. And, again, a few grocers do not comprise "The grocers" in the sense in which it was used in this article. We ask no favors. Your paper can boost the markets if it so desires, but we ask you to be fair in your criticisms. Upon inquiry I found some stores that quoted prices even less than similar articles were quoted by you in your market prices. So in future, we ask that you do not condemn all the grocers so promiscuously, but confine yourself to those whom you know have the audacity or ability to make extra profits on their goods.

National Retailers' Federation.

The secretaries of fourteen retail lumber dealers have launched a campaign to form a national association of retail dealers in all lines. This is the same fourteen

men who were recently indicted for operating boycott and blacklist plans in violation of law. In their call for the national federation they say:—

Every retailer in every line of trade in the United States is directly attacked by the Government in the indictment of fourteen secretaries and ex-secretaries of retail lumber associations by the Federal Grand Jury in Chicago. After a searching Grand Jury investigation the worst the Government can charge against the retail lumber dealers is that they have been endeavoring to discourage wholesalers and manufacturers from selling direct to the consumer, and so competing with the retailer at a great and obvious disadvantage to the latter. On the Government's own admission no attempt has been made by dealers to control the prices of lumber in any way or to prevent competition. All that is charged in the indictment recently returned at Chicago is that they have kept themselves informed as to those producers who have tried to double-cross them, their customers, by selling behind their backs without being subject to the expense of paying local taxes, rent and insurance, and of carrying the burden of conducting local lumber yards for the convenience and service of the general public and the people of their respective communities. If the retail lumber dealers have not the right to do precisely what they have been doing, then the retail dealers in hardware, drygoods, drugs, groceries, boots and shoes, tobacco and every other line of trade have not that right.

In view of the fact that for convenience and economy to consumers merchandise must pass through retail channels of trade; in view of the fact that the retail merchants have greater investments, both in real estate and merchandise, give employment to more people, pay more taxes and insurance, and extend the helping hand of credit to more people than any other class; in view of the fact that the retail merchants are charged by many as be-

ing the cause of high living, ridiculed by politicians as being barnacles on the commercial ship of state, and legislated against with no more reason than the unmerited feeling that legislation must be enacted—and hence directed against the class which has thus far shown utter indifference to it—the imperative need of a National federation of retail merchants is vitally demonstrated.

The purpose of a National federation of retail merchants must be to effectively stop legislation inimical to retail merchants and to promote legislation for the advancement of the same. The fact that the prosperity of the retail merchant is synonymous with the prosperity of the consumers warrants the belief that the promotion of the interest of the retail merchants as above outlined, must result in the prosperity of the country.

The Lumber Secretaries' Bureau of Information shall select a man to immediately communicate with National, State and local organizations, and urge representatives from them with power to act, to such a number as will develop a meeting of at least five from each recognized branch of legitimate retail merchandizing. It is not within the authority of this committee to outline a further plan of organization, because this committee represents but one line of retail merchandizing, and in the organization of a National federation of so universal a scope the interests of all elements must be considered.

Unless ten or more of the aforementioned organizations have appointed committees as above outlined by September 1, 1911, a meeting of the Lumber Secretaries' Bureau of Information shall be called for October 18th and 19th to further act. If, however, ten or more such organizations have appointed committees, the meeting of this joint body shall be October 18 and 19, 1911, at Chicago, in the La Salle Hotel, to further discuss and formally organize the greatest strictly non-partisan power for good that can be introduced into this country, the National Federation of Retail Merchants.

did that sort of thing (in principle) all his life and you see where he arrived.

Toilet Soap.—Never remove the wrapper. Let her get a smell of the three in the box. It's only 15 cents. It's hard to resist that violet perfume.

Even anything that "floats" seems common and coarse beside it.

How clean and artistic the label looks.

How swell the box appears.

Only 15 cents indeed.

Oh, there's no trouble selling toilet soap, gentlemen.

Leading up to the sale calls for a little tact, of course, but it's one of those few articles in our line that tells the story itself.

Show Up Pickling Spice.—Not in a little quart jar, but in a big case with a false bottom in it where 10 pounds will look like 100 pounds.

There's something fascinating about whole pickling spice.

People buy it that never think of pickling anything.

It's great to shake on a roast when half done.

The Germans do it, and so do the English.

But the main thing to do now is to sell it for what it was put together for.

Putting it up in ¼-pound bags at 10 cents is a good idea.

You can afford to do that.

But you can't afford any quart jar show.

Do it big. The boss wants it turned into money long before the snow flies.

About Potato Chips.—Here is a thing you all sell. But how much do you know about them? To be sure some of you are posted on chip quality, but most young grocery men pass a common thing like this along.

The best potato chips are fried in cocoanut oil.

They're uniformly brown and the slices fairly even.

Show them up either in a regular case or under a cheese glass cover at 30 cents per pound.

If your buyer finds any difficulty in getting potato chips like the kind described the writer will be pleased to give you the address of the man that makes them and by the way has never met this man and has absolutely

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

If Your Store Sells Fresh Fish, Read On.—The department is always in the rear.

Teas and coffees usually get the first show.

The fellow in charge of the fish is working his head off to get business. They all stop at your counter.

Do you know that he is a pretty big man that can send people down to that fish department?

The average clerk in a department food store doesn't do it.

That's why he is an average clerk.

But the man that is alive—the man that is "coming" and is really working for the concern forgets the limits. There's nothing circumscribed about him. He isn't jealous. He isn't selfish.

Help the fishman. If he's running a "special," mention it. If his department is rigged up "pretty" go ahead and tell it and send them along to him.

Nathan Strauss is a man that

no personal interest in his business.

Talk Salad Dressing.—A little talk is all that's necessary. Terrible indeed are the failures at some home mayonnaise making. You may have noticed that. The thing doesn't hold together. The oil runs away from the egg and the mustard humps at both. But

with the scientifically prepared article that you sell salad eating is at least a joy for the "present."

Some women may say, "I never use oil." But there is a salad dressing made "without oil."

Have the different kinds at hand, read from the label the ingredients and post yourself on the goodness and convenience of this indispensable salad addition.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Collect Association Members' Bills.

Baltimore, Md., Aug. 18, 1911.
To the Editor.

Dear Sir:—I belong to a recently organized retail grocers' league which, in formulating a satisfactory plan to collect the bills of its members in common, is meeting with some difficulty. In the hope that you might assist us I volunteered to ask you to outline the method in use by some successful association, or by putting me in communication with the secretary of an association who will do it.

Thanking you in advance for your trouble, I remain,
Yours very truly,

F. J. GENESTE,
Manager.

The man to write to in this case is J. W. Rittenhouse, secretary Retail Merchants' Association, Scranton, Pa. Mr. Rittenhouse knows everything there is to know about collection plans for retail associations, and will be glad to help you along.

Competing on Low Price.

Grand Rapids, Mich.,
August 16, 1911.

To the Editor.

Dear Sir:—In your issue of August 14th we have noted your editorial criticism on the phrase, "Let us feature superior quality and low prices and not cut prices," which was contained in some advertising literature issued by us to the trade. To this we beg to take exception.

In the first place there is a decided difference between low prices and cut prices in the sense in which we have applied this term. One manufacturer, on ac-

count of favorable location, good transportation facilities, cheaper rent, being nearer to the source of supply and with good business judgment, can turn out a pair of shoes for 5 cents less than what it costs another manufacturer who does not enjoy the advantage of his competitor to produce exactly the same grade shoe. As a consequence the first manufacturer can sell his shoes cheaper to the jobber, if he chooses, and still make as much profit as the second manufacturer. On the other hand the jobber could give the same advantage to the retailer, yet no part of this saving would affect the consumer unless the shoes were superior in quality.

In the second place, you certainly have not carefully read the copy of the letter we sent out to the 364 jobbers who distribute our wafer products or you would not state in your publication that we addressed ourselves to the dealer. There is no tangible connection between the letter to our jobbers and the part of your article which reads in part: "If a merchant can possibly provide anything better to compete on, he ought not to compete on price at all, because cut prices are weapons everybody can use. Much better have his own exclusive weapon, such as excellent store service."

Respectfully,
BISCUIT FABRIEK "DE LINDE-BOOM."

Demands Revision of Food Law.

New York, August 24, 1911.
To the Editor.

Dear Sir:—It seems that a revision of the present pure food laws is absolutely necessary. Everybody who has followed the working of the pure food law since its enactment must fully agree

that the plan of leaving to the Department of Agriculture the power to make its own rules and regulations has proven an absolute failure, and one of the most important changes in the amended pure food regulations must be a change of this policy. The power not only to make its own rules and regulations for the administration of the law, but also the power to arbitrarily decide cases of the utmost importance, for instance, the exclusion of certain imported food products, etc., must not be left in the hands of the Department of Agriculture alone, but there must be some higher court to appeal to from their decision, so that importers who are not satisfied with the decision of the Department of Agriculture can appeal from that decision to a higher court and present testimony to prove their side of the case.

At the present moment if the Department of Agriculture in Washington declines to listen to the presentations of the importer

that his goods are fully in compliance with the law, the importer has no choice, but must re-export the goods or take the consequences. It must be remembered that the gentlemen who wield this great power are practically all scientists and gentlemen versed in politics, but not practical business men, and in judging a great many cases they simply base their decision upon the reports made by chemists, who cannot be expected to have a practical knowledge of most of the goods that are handed to them for examination.

The pure food law is undoubtedly one of the best, if not the best, law that has been enacted by Congress in a great many years, but there is lots of room for the administration of this splendid law. Let us hope that the Legislature, when it is ready to amend this law, will bear in mind to place the power to make the rules and regulations for the administration of the law, not

(Continued on page 21.)

National Biscuit Company Products

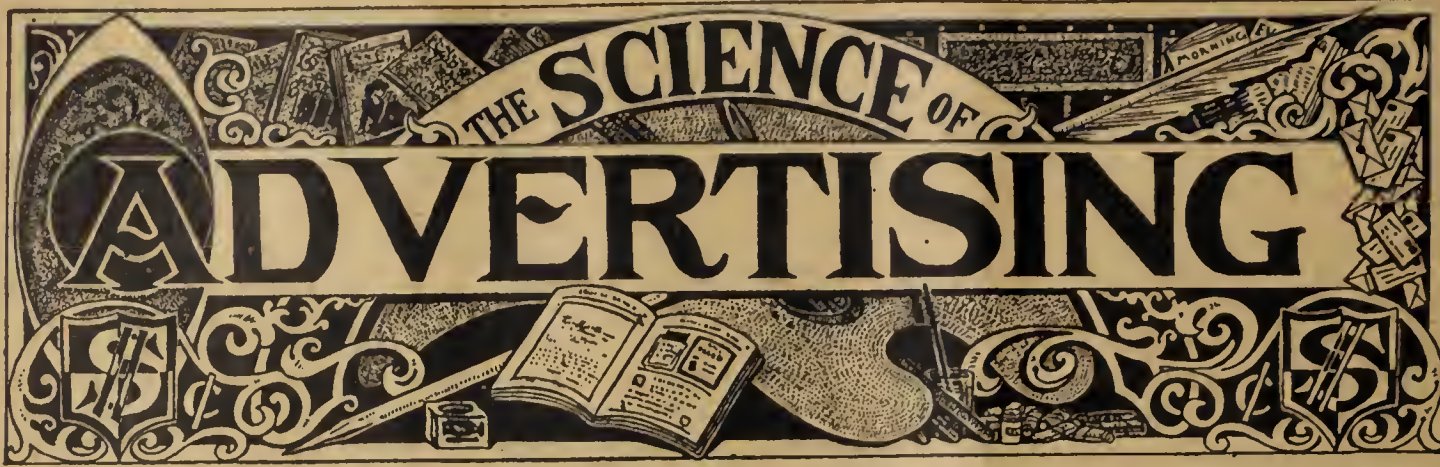
*Enjoy the Goodwill
of a mighty Nation*

The National Biscuit Company has millions of dollars invested in lands, buildings, machinery, raw materials and other necessary adjuncts to the carrying on of a great industry. Yet all this investment, all these facilities would not avail *without* the goodwill that has become a part of the making and selling of Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu and the other National Biscuit Company In-er-seal products.

"How does this apply to my business," you say? In this way—You must have the goodwill of the people in your vicinity in order to do business.

The various products of the National Biscuit Company, in packages and in glass-front cans, already enjoy that goodwill. It will bring trade to your store—it induces habit, and your sales profit thereby.

NATIONAL
BISCUIT
COMPANY



Trenton, N. J., August 13, 1911.
Editor "Science of Advertising."

Dear Sir:—I would appreciate your criticism of the inclosed circular. I have just started in the grocery business and this circular is my second attempt, hence my anxiety to know how I could improve upon it.

Thanking you for this favor, I am,
Yours truly,
A. GAUDETTE.

The circular inclosed measured 9½ x 12 inches and was printed in black on fair white paper. Here is the photographic reproduction:—

really a secondary announcement of a new store. As such, perhaps, it warranted a longer introduction than an ordinary circular.

Some of the advertising on this circular is good and some is not so good. The matter in the first and third columns is good, and calculated to inspire business. The coffee and tea matter has no pulling power whatever, in my opinion. A talk about "all our coffees," with a range of prices

every store, for they all say, in one way or another, that their coffees are blended for particular palates, and all sell coffee from 20 to 40 cents, or around that. Likewise with tea. Suppose you are expecting to buy a suit of clothes and are looking through the clothing advertisements in the daily paper for something that interests you. Two dealers are advertising clothing. One says "all our clothes are selected patterns of all wool and made in the very best style. Prices \$15 to \$35." The other says "Here's a blue serge suit you'd look well in," and then describes it, following this up with detailed descriptions of two or three other suits at different prices. According to the probabilities, which advertisement would get your business?

I should have advertised coffee something like this "Here's a special blend of coffee that's a little different from anything Trenton's had before." Etc., etc., etc. Same with tea. Advertise individual blends or grades.

Below is as horrible an example of advertising as has ever come

Grand Opening at J. Orenstein's CUT PRICE GROCERY

Kipped Herring and Tomatoes Sauce	13c
Good Sardines in Oil	10c
Good Sardines	3c
Sweet Corn or Peas	4 cans 25c 7c
Beans or Pine apple	4 cans 25c 7c
Pickl Olive Oil	4 cans 25c 7c
The Best Salad Oil	a quart 20c
Jelly	5c
Black Tea english Breakfast or gon Powder Tea	lb, 25c
Seapa Babiks, Boraks Fels Naptha all kinds	cake 4c
Soda Cracker from the National Bisquit Co.	lb, 8c
Wash line	25 yard 15c
Headlight Oil	gall- 6c
Solt Macerels	piece 6c
Best Rice	lb, 5c
Lentles	lb, 5c
Peas	lb 5c

3 lb. Best FLOUR 10c
724 N. FRONT ST

to this department. I cannot conceive of such a thing being born. The man who wrote it is evidently a foreigner, not acquainted with the English language, but how the thing could have gotten by a Philadelphia proofreader is an eternal mystery.

Please let me have more matter for criticism in this department.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

JOTS FROM A JOBBER'S NOTE BOOK.

Mr. Thomas V. Cobb, president of the Corby-Cobb Co., has made an interesting investigation into the possibility of importing Canadian canned peas into the United States to piece out our own very light pack this year. He finds that it could not profitably be done under the present tariff law, and only when the American pack is small or the Canadian pack large could it be profitably done under the revised rate provided by the reciprocity measure. The present tariff on Canadian canned peas is 40 per cent. ad valorem, which means 40 per cent. of the cost of the goods. Peas selling in Canada for \$1 would pay 40 cents duty, and would therefore cost \$1.40 delivered in this country. The new rate, if the reciprocity plan is adopted in Canada, will be 1¼ cents per pound, or about 30 cents per dozen—\$1.30 delivered in the United States. At the present time a good grade of Alaska peas rules at \$1.10 in Canada, as the pack is short, like that of the United States. This would make it unprofitable to bring them in this year under any circumstances. If there comes a time, after reciprocity is adopted, however, when the American pea pack is again as light as this year, and the Canada pack is normal, a land office business could be done in Canadian brands under a 30-cent duty.

THE JOBBER.

The Public Appreciates the NEW GROCERY AND MEAT MARKET 102 CHESTNUT AVENUE, Cor. WALNUT AVENUE

ONE of those First-Class Quality Stores that Trenton always welcomes. Owned and operated by A. Gaudett, who made his bow to Trenton last week with a splendid line of groceries and meats that's fit to eat. Your appreciation, we think, was due to our platform so briefly stated—

Honest Foods and Fresh Meats

priced as low as a modest profit and strictly square dealing with the people will permit. Courteous, expeditious attention to our patrons' wants and prompt service and delivery. And as we are here for the purpose of pleasing you, we will, of course, hold Special Sales.

We suggest below a few examples of extra fine values that are obtainable at the new Grocery Store, and again we invite you to call.

GROCERIES	A word about COFFEE	MEATS
Skipper Sardines, can . . . 15c <small>The kind that's advertised. In olive oil or tomato sauce.</small>	All our coffees are blended for particular palates. Their rich, smooth flavor imparts a deliciousness all their own; no matter what price you pay, there is a difference.	Rib Roast, lb 12c <small>Cut from fine corn-fed cattle and specially priced</small>
Cream Cheese, lb. 20c <small>A New York State full cream cheese, real value, 13c lb. Specially priced</small>	20 cents to 40 cents the pound	Legs of Lamb, lb. 16c <small>Legs of young spring lamb, of best quality.</small>
New-Laid Eggs, score . . . 45c <small>Just as fresh as the name implies</small>	TEA	Round Steak, lb. 18c <small>Best cuts.</small>
Snow-Flake Cake, lb. . . . 18c <small>A nice light and wholesome pound cake, of real 20c value</small>	Our teas are selected and blended by experts. You will appreciate the piquant flavor and invigorating excellence of our teas over the light, thin kinds.	Loin Lamb Chops, lb. . . 22c <small>Specially priced</small>
Pure Lard, lb. 13c <small>Mind you, not a compound, but an absolutely pure lard, regularly priced at 16c lb</small>	55 cents to \$1.00 the pound.	Pot Roast, lb. 12c <small>Tender and Juicy Roasts, cut from prime cattle</small>
Jellycon, 3 pkgs. 25c <small>A powder for making jellies quickly Assorted Flavors.</small>		Rump Roast, lb. 14c <small>You know what a rump roast is worth.</small>
Vegetables at Lowest Prices <small>Received fresh daily direct from the farmers</small>		Veal— <small>Home-dressed Jersey Veal—Shoulders for roasting, 16c lb Loin chops, 20c lb Rack chops, 18c lb, Cutlets, 15c lb.</small>

A. GAUDETTE, GROCERIES and PROVISIONS

102 Chestnut Avenue, cor. Walnut

INTER-STATE PHONE 639

I should hardly have given up half my space to the introduction, I think, although I admit that this circular was issued under unusual circumstances and was

"from 20 to 40 cents," contains nothing for anybody in particular. This way of advertising coffee and tea puts the store simply in the class with every other gro-

Five-and-Ten Cent Grocery Stores in Pennsylvania

Several Are Now Established in the Coal Regions. No Counters or Shelves and Nothing Over Ten Cents. All These Stores Deliver. Sample Advertisement of a Five-and-Ten Cent Store. Which Prices Are Low? Special Packages Used.

This journal has been supplied with some interesting evidence of the growth of a new grocery idea in Pennsylvania—the Five-and-Ten-Cent Grocery Store. There are four or five of these concerns now being operated through the coal regions, and information that should be authentic states that the enterprise has been very profitable.

This journal has received a copy of a large circular used by the "Five and Ten Cent Grocery Co., Inc., which it is understood expects to extend its chain of these stores throughout the State, and in other States if the Pennsylvania enterprise succeeds. The original circular was a large affair, and it appears below much reduced:—

Look! Look and Read!

High Cost of Living Reduced Nearly 50 Per cent.

This means money to you, out of debt and free from those large grocery bills which take most all of your cash at pay day. Pay cash and buy at our prices and you will soon have a nice bank account. We buy in such quantities and turn our goods into cash so rapidly with our small expense that we can afford to give you car load prices in 10 cent portions. No high priced men to wait on you. Everything is systematically arranged, so every one has their work and everything is ready to go out.

A PURE SANITARY STORE

Everything is packed by persons for that work. Unlike stores where the same clerks weigh out your sugar, etc., and then go in the fish barrel. The ordinary stores keep their goods open to dust, flies, etc. In our 10 Cent Store everything is wrapped and samples are under glass.

At our 5 and 10c Grocery Store you can get ten 10c items for \$1.00. Your money stretches and its surprising what a selection you can get for a few dimes. Variety is the spice of life. The best grocery men in the U. S. A. are puzzled and wonder how we can do it; but its volume and the cash in our pocket, and how we do it is up to us, and it should be up to you to take advantage of the opportunity. You owe it to your family, as well as to yourself to save and get the same goods as cheap as they can be had. Call 1942 Bell Phone and let us bring you an order to prove that we sell the same goods for less money. We sell only the best. All Armour's and Heinz goods for 10c that sell elsewhere for more. Everything we sell is the best, and if its not, we were deceived and will thank you to return it and get your money. Should you get a bad can of goods, bring it back. Your mother has had canned goods to spoil, but she didn't know it until it was opened, and we won't know it unless you bring it back and tell us, as we want it. Your orders will be rushed out in an automobile.

REMEMBER this is the first and only store of its kind in the world. No counters or shelves. You can see all the goods. We have everything that any store has in the eatable line. ONLY A FEW OF OUR PRICES.

Armour's picnic Hams, per lb.	10c	Crystal Saffron	10c	All kinds of Baking Powder, at	10c	L & S Jellies	10c
Fancy Rice, per lb.	5c	Sourmilk	10c	0c and 10c		Horse Radish	10c
Our own Blend Coffee, per lb.	10c	Bon Ami	10c	Tetley's Tea	10c	Royal Salad Dressing	10c
Mixed green or black Tea, 1 lb.	10c	Root Beer	10c	Mixed Tea	10c	Sweet Pickles, bottled	10c
Soup Beans, per lb.	5c	Epsom Salts	10c	Black or Green Tea	10c	Sour Pickles, bottled	10c
Lima Beans	10c	Melons	10c	Evaporated Peaches per lb.	10c	Small Onions, bottled	10c
Marrowfat Beans, per lb.	5c	Tasteful Cantor Oil	10c	Evaporated Apricots per lb.	10c	Mixed Pickles, bottled	10c
Pure Lard, per lb.	10c	Pure Extracts	10c	Evaporated Pears per lb.	10c	Celery Sauce, bottled	10c
Large Mackerel	5c	Witch Hazel	10c	Prunes per lb.	10c	Stuffed Olives, bottled	10c
Extra large Mackerel	10c	All kinds Shoe Polish	10c	Easy bright, X-ray, Enamel or	10c	Plain Olives, bottled	10c
Best Cheese per cut	10c	Canned String Beans	10c	Sunrise Stove Polish	5c	L & S Tomato Catsup	10c
Large sweet or sour Pickles per	10c	Vegetable Soups	10c	All kinds of Spices	5c	Heinz Tomato Catsup	10c
dosen	10c	Table Beets	10c	Magic Yeast	5c	Table Sauce	10c
Mixed Pickles, per measure	10c	Canned Cherries	10c	Electric Washing Wax	5c	Pepper Sauce	10c
Loose Oatmeal, per lb.	5c	Canned Plums	10c	Elastic Starch	5c	Gold Medal Flour per bag	10c
Bakery, per lb.	5c	Canned Pineapples	10c	Poison Fly Paper	5c	or \$6.60 per barrel just laid	
Shredded Wheat Biscuit	10c	Canned Rhubarb	10c	6 sheets Tangle-foot	5c	out others prices in barrel lots	
Corn Flake	10c	Canned Peas	10c	All kinds of Soap	5c	and you will see we are cheaper	
Puffed Rice	10c	Ralston Breakfast Food	10c	Salt Soda	5c	and sell in 10c portions or greater	
Cream of Wheat	10c	Mother's Wheat Hearts	10c	Light-house Cleanser	5c	Jar Rubbers, per dozen	10c
Grape-nuts	10c	Postum	10c	Chimax Washing Powder	5c	Jar Tops, 1 dozen	10c
Rollad Oats	10c	National Oats	10c	Matches	5c	Butter of the best print	10c
Jerry Corn Flake	10c	Noodles	5c	Star Naphtha Washing Powder	5c	Fresh Eggs cheaper than elsewhere	
Fruit Toasters	10c	Macaroni	5c	Pearline	5c		
Washington Crisp	10c	Lunch Biscuits	10c	Rofade	5c	GREEN GOODS.	
Puffed Wheat	10c	Malt Biscuits	10c	20-Mule Team Borax	5c	We can sell you potatoes, apples,	
Torsted Corn Flakes	10c	Saltine Biscuits	10c	Gold Dust	5c	onions, cucumbers, tomatoes, lemons,	
Campbell's Soup, ass't	10c	Charm Soda Biscuits	10c	Washing Gas	5c	oranges, bananas, etc., for less than	
Canned Oyster	10c	Graham Crackers	10c	Arm & Hammer Soda	5c	you can buy elsewhere. Our goods	
Canned Shrimp	10c	Nabucco	10c	Tooth Picks	5c	are fresh every day	
Canned Spaghetti	10c	Sugar Wafers	10c	Celery Salt	5c	CANDY.	
Luts & Schram's Tomato Soup	10c	Oatmeal Crackers	10c	Mustard	5c	All our Chocolates are different	
Salmon	10c	Elastic Starch	10c	Cream of Tartar	10c	from any others you get. They	
Eye	10c	Pudding	10c	Fruit Jell	5c	are fresh and sell every place at 40c	
Chloride of Lime	10c	Tapoca	10c	Sardines	5c and 10c	per lb. Our price, 10c per lb.	
Van Camp's Peas, Borden's Pot	10c	Corn Starch	5c	Potted Meats	5c	Don't fail to try them	
Milk	10c	Wheat Flaxina	10c	Soup Ringlets	5c	The best line of 10c Candy made	
Syrup	10c	Potato Chips	10c	Baker's Cocoa	5c	CAKES.	
Molasses	10c	Toilet Paper	5c	Oysterettes	5c	We sell the best Cakes made, all	
Pork and Beans	10c	Wash Bling	5c	Ginger Snaps	5c	15c values, for 10c per lb.	
Canned Pumpkin	10c	Baker's Chocolate	10c	Lemon Snaps	5c	Ginger Snaps, per lb.	5c
Canned Sauer Kraut	10c	Dunham's Coconut	10c	Ureeda Biscuits	5c	Haller's Bread	10c
Canned Apples	10c	Baker's Cocoa	10c	Maple Syrup	10c	Haller's Cakes	10c
Canned Hominy	10c	Parafine	10c	Salad Oil	10c		
Canned Corn all kinds	10c	Breakfast Cocoa	10c	Peanut Butter	10c		
Canned Tomatoes	10c	Large bags Salt	10c	Glass Jar Sliced Beef	10c		
Canned Peas	10c	Ammonia	10c	Apple Butter	10c		
Dutch Cleanser	10c	Ivory Salt	10c	Fruit Jellies	10c		
		Colburn's Mustard	10c	Shredded Cod Fish	10c		

Remember we sell for Cash Only. Call us up and let us bring you a C. O. D. order and prove we can save you 25 per cent. We guarantee every article we sell. If not satisfactory return and get your money. If our goods are satisfactory, tell your friends. If not, tell us. We came here to stay and save your money. Why not buy all from us. A dollar saved is a dollar made. We always have specials. Come to the store as often as possible. Thanking you for past favors.

5 and 10c GROCERY CO., Inc.
1117 Eleventh Avenue, ALTOONA, PA.

These stores have neither counters nor shelves. The goods are all in packages and are arranged on small tables. As may be seen from the circulars, the

stores deliver. Readers hereof will be interested in picking out from this list the prices which are really low. The concern use a large number of special packages

made for its own purposes only, so that the value of the five and ten-cent offer, without knowledge of the quantity, cannot be appraised. It may be, however, that the case is like that of the Childs' restaurants in Philadelphia and New York. These establishments are supposed to be low-priced, and yet persons who have studied the subject declared that when quantity is compared, Childs' prices are as high as those of the most fashionable restaurants

THE NEW YORK LETTER

(Continued from page 9.)

that there will be a further easing off in prices.

There are excessive arrivals of fair to good qualities of eggs, largely in held eggs. In these prices are weak and irregular. But of strictly high grade fresh eggs, the supplies are only moderate and the market as to these eggs is steady. Fresh gathered Western extras are quoted at 22 to 24 cents; extra firsts at 18½ to 20 cents; firsts 16½ to 17½ cents. The fancy grades of white nearby eggs have a wide range of values, from 20 to 30 cents.

FRED. A. MCGILL.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

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Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

OAKDALE PRETZELS

Have won and deserve the reputation of

"HIGHEST" GRADE
"CLEANEST" MADE

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.

Tenth and Susquehanna Ave.

PHILADELPHIA

Trouble in the Rennet Bottle

Unless a man knows how to make Rennet, every bottle he turns out stores up a world of trouble for the retail grocer.

Nothing is more delicate than Rennet, nothing harder to make or to keep.

James T. Shinn's Liquid Rennet, to begin with, is as clean as we would want Rennet to be. It is so clean that we guarantee it against spoilage. And it is probably the quickest Rennet made—it will coagulate milk in five minutes.

Surely a grocer should be willing to handle such a superfine article on a small profit—but Shinn's Rennet pays 100%.

Why stand ye here idle when you could be selling this great good thing?

Shinn & Kirk

1400 Spruce St., Phila



CXVII.—A Manufacturer's Right to Choose Whom He Will Sell.

For some weeks I have been intending to write an article on the subject mentioned in the letter which appears below. The letter, which was written to one of the papers publishing the series, brings the matter to a focus, so I will do it now:—

Chicago, Ill., August 21, 1911.

My Dear Sir:—When we meet with or write to unfair manufacturers and jobbers about their misdeeds they usually come back by saying they cannot refuse to sell any dealer if they tender the money to pay for goods.

My own view is that they have the right to refuse to sell any dealer if they so desire, and it would not be in restraint of trade. Can you not formulate a question of this kind and have your Legal Department pass on it? The answer published would interest all who are working in the interest of a square deal.

Yours very truly,
C— E— B—

This correspondent is right. Any seller of merchandise whose business is not of a public nature can sell goods to whoever he likes and refuse to sell whoever he likes.

I have encountered the same plea in my own experience very many times. It is usually made by a manufacturer whose goods are being cut by some large store, and who is importuned by the regular trade to cease selling the offender. A favorite answer is, "we sympathize with you to the fullest extent. The cut in price is demoralizing our own business as well as yours. We are willing to do anything we can to help, but under the law we cannot refuse to sell them if they agree to our terms."

Nothing was ever more erroneous. That manufacturer can cut a customer off his list at a moment's notice, with or without a reason, and the customer, if he attempted reprisals would find himself instantly confronted by the fundamental law that that which a man owns in his own right, privately

and not charged with any duty to the public, he can sell or refuse to sell, and if he sells, he can sell upon every condition which it is legal for him to prescribe.

The very highest legal authority in the land—the United States Supreme Court—recognized this principle when it said the following in the recent Miles limited price case:—

The basis of the argument appears to be that as the manufacturer may make and sell, or not, as he chooses, he may affix conditions as to the use of the article or as to the prices at which purchasers may dispose of it. But *because a manufacturer is not bound to make or sell*, it does not follow that in case of sales actually made he may impose on customers every sort of a restriction.

The italics, which are mine, shows that the court admits the fundamental principle as a matter of course.

Some manufacturers make this contention in entire ignorance that it has no foundation. Others do it knowingly because it sounds well, and because they perhaps naturally wish to retain the business of the concerns complained of as long as they can.

The manufacturers who make the contention ignorantly have in some way confused their own status with that of a public service corporation, which is a radically different proposition. A public service corporation such as a railroad company, a telegraph company or a telephone company, is beholden to the general public. It has received certain privileges for which the law says it must render a return. Therefore it is under a very strict obligation to serve everybody who conforms to its reasonable rules and regulations. For instance, a railroad has no right whatever to refuse to carry John Smith, if he is willing to pay his fare and to obey the regulations which the road has

laid down. If it does refuse to carry him it is liable in damages. So with any corporation or concern of a public character—they are all bound to sell anybody who conforms with their terms, and more, to sell all on the same terms. The difference lies in the fact that the ordinary manufacturer, being engaged in a purely private business, owes no obligation to the public because he has received no special privileges from it. He may act in the most arbitrary way with his goods, sell whom he likes, refuse to sell whom he likes, sell one customer at one price and another at a different price, and nobody can make a complaint which has the slightest legal standing. There is absolutely no restraint of trade about this and could not be.

(Copyright, August, 1911, by
Elton J. Buckley.)

Question: David E. Evans, Scranton, Pa.—Inclosed find my lease that says I must pay \$23 per month rent. Now they notified me about April 1st, this year, that my rent would be \$30. I have been paying \$25 for two years. Can they collect the extra rent, or after paying it could I collect it back?

Answer.—This lease is dated May 15, 1905, and is for three years at \$23 per month. It provides that ninety days' notice shall be given if either party wishes to end it at the close of any year. If no notice is given the lease continues from month to month after the three years are over, but with the same requirement as to ninety days' notice.

The lessee evidently remained on the premises for the full three years, and then held on, under the hold-over clause, until April 1, 1911, when he says the lessor notified him that if he wished to remain another year he must pay

\$30. My judgment is that any such notice, given forty-five days in advance of the end of the rental year (May 15, 1911) is void. Notice to end the lease, or change its terms, should have been given ninety days in advance of the end, or not later than February 15, 1911. In my opinion you can stay until May 15, 1912, at \$25 per month. If you pay the \$30 per month, however, you cannot get it back, for you would then have agreed to the new terms.

Question: "M., Pa.—Will you please give us any information you can as to the standing of the Service and Settlement Co., of Pittsburgh. We are inclosing their contract and blanks and will appreciate a private answer. Please do not let our name appear in connection with this inquiry.

Answer.—The "Service and Settlement Co." is new to me. I have never heard of it before, nor have I been able, since receiving this letter, to find anybody who has heard of it. From the blanks sent, however, it appears to be a collection agency much like several others. The merchant signs a contract in which he agrees to do as follows:—

1—Forward to the company claims for collection, amounting to a sum which is to be named in the contract.

2—Pay to the company an advance fee. The amount is not stated in any of the matter sent me.

3—Pay commissions on any sums collected as follows: On settlements of over \$100, 10 per cent.; over \$25 and less than \$100, 15 per cent.; \$25 and less, 25 per cent. There is also a fee "on current (less than six months) accounts of 2 per cent when paid by draft, minimum fee \$1, otherwise regular commission." The latter is not entirely clear.

The company agrees under this contract to do as follows:—

1—Collect claims aggregating a sum to be named in the contract, or if it fails, to go on serving the client after the contract expires until it does collect that much. The contract is clear, however, that if for example, the contract is for one year, and the agency falls down on its promise to collect so much within a year and goes on working through the second year to try to make its

guarantee, that all claims collected during the second year must pay the regular commissions.

I strongly advise you not to sign this contract. I should patronize no collection agency that makes you pay in advance for work that may never amount to anything; work that even if it does amount to something, you are paying twice for—once through the "service fee," and again through commissions.

The guarantee here is utterly useless. They say in substance is—that "if our work proves worthless the first year, to make right with you we will give you more work that may prove equally worthless."

Question: E. F. Kern, Slatington, Pa.—I read your "new way" of collecting claims from debtors who have nothing but their salaries." You say that "the employer would have against the employee a perfectly good and valid claim which he could enforce" and "could legally deduct, etc." I approached a well informed employer on this subject and he told me that no such assignment could be legally enforced against wages, as an employee could enforce the payment of wages in cash.

It seems to me that some years ago the Legislature passed a law that labor shall be paid semi-monthly in cash without any store bills or other account to be deducted from wages. Would this not prevent your way from being legal?

Answer.—There is no doubt that the assignment plan is absolutely legal. The employer who denies it is under a misapprehension. Under the Pennsylvania act of 1891 employers of labor are required to pay their employees every two weeks, "the net amount" of wages due them. "Net amount" means the amount due after all proper deductions are made. There is no law in Pennsylvania, or anywhere else that I have ever seen, that would prevent an employer from deducting from an employee's wages any sums which he had a right to deduct. No such law would be constitutional, in my opinion, even if passed. There is not a week that every department store in business does not deduct hundreds of dollars from its employees' wages or fines of various sorts. This is much more arbitrary than the de-

duction of a bona fide claim which had been assigned.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

Grocery Store Advertising

Did you ever stop to think how an Electric Sign would increase the importance and prominence of your Grocery Store—how it would attract purchasers and impress them to the fact that your place of business was alive and up-to-date? We have facts and figures to show you! You can pay a flat rate, including a monthly charge for the installation and maintenance, or you can assume the entire first cost and pay for the lighting by meter. Write or telephone to our Sign Department.

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.

What Did You Pay for That Coffee?

THAT'S the most vital question of your whole business. For a thing well bought is half sold. More merchants fail because they don't buy right than for any other reason.

If you bought that Coffee through a salesman, how do you know we wouldn't sell it cheaper by mail? That's the thought we want to plant deep in your mind, so it will grow and blossom into a request to us to send samples and prices.

We'll match your own samples any time you'll send them.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

Notice to Retail Grocers

We have a mighty interesting circular waiting for you—a circular of our latest

FREE DEALS

We don't ask all your starch business, but we do believe we deserve some of it, because—

Our starch pays you better than any Trust starch. This because we don't spend millions of dollars—taken out of your profits—in costly advertising.

We don't refer to you as dirty grocers in advertising to your customers, as certain of our competitors do.

Never forget this—that the only hope against the oppression of the Starch Trust is to help an independent company. Will you send a worthy independent company a trial order?

AMERICAN STARCH CO., LITITZ, PA.

HENRY PARR, Sales Manager

THE STROLLER'S COLUMN



Some Wise Remarks on the Cigarette Habit.

Ever smoke cigarettes? Do I? Ain't got one about you, have you? Much obliged. Got a match?

Yes, I'll hit up a cigarette once in a while. I ain't a fiend on 'em—I'd never kill my mother for one, or anything like that.

But it's funny how some people think smoking cigarettes is like picking pockets. I know a couple of fellows who would no more hire a clerk that smoked cigarettes than they would one that had fits regularly at 3 o'clock.

Seem to think that a cigarette smoker can't possibly be any good.

Fearful piffle!

I was talking the other day with a fellow who runs a general store down in a little place in Maryland. It's about twenty miles from Baltimore and has around a thousand people in it. His is the main store and he has half a dozen clerks.

The cigarette stunt got him into a funny little bunch of trouble last spring. He was telling me about it the other day.

It seems that the women of some society that belonged to the Methodist Church—I think they called it the Ladies' Aid Society, or something like that—got up a scheme against cigarette smoking in the village. They wouldn't patronize anybody that smoked 'em—they wouldn't let anybody come see 'em that smoked 'em—they were simply going to smash the whole awful business inside of ten days.

This general storekeeper had a young clerk that used to hit up cigarettes pretty much, but that didn't interfere with his being the best clerk he had. That boy had more ideas than all the rest of the bunch together. He could trim a window better than half the big-salaried fellows in the department stores.

The Ladies' Aid women got up a list of all the men and boys in the place that smoked cigarettes and went after 'em with hat pins. The little local bakery was run by a young fellow that smoked 'em occasionally—they started in to boycott him and they made no bones telling him why. He caved right in.

After a while one of the suffering sisters came to see my friend. He told me all about it. She came in one day and asked to see him alone, and he took her through the side door into the parlor of his house.

"Mr. Smith," she said, "I don't suppose you have the least idea why I'm here."

"No, ma'am," he said, "I don't know as I do."

"Do you know that Will Baxter smokes cigarettes?"

"I know he doesn't smoke them or anything else around the store," he answered. "I don't consider it any of my business what he does when he's away from here."

That hit her in the wind pretty hard, and she reddened up a bit, but came back all right.

"You know what the Ladies' Aid Society is doing against cigarette smoking in the town," she went on.

"I've heard something about it," he said.

"We're very much concerned about the growth of the vice among the young men here," she said, "and we're going to use our influence against it in every way we can."

"What do you want me to do?" asked the general storekeeper, "fire Will because he smokes in his own time?"

"We think you ought to reason with him about it," she said.

"But there's nothing for me to reason about," he answered. "I've told you he didn't smoke around the store, and if he does it

outside I don't know anything about it. It certainly don't affect him in any way. He's always on the job with me. And as for his health—you can look at him. I'd consider I was butting in to his private business if I said anything to him."

"Nevertheless, we think you ought to," she said. "Cigarette smoking is a fearful vice and it counts its unnumbered thousands every year."

"Yes, I've read things like that before," he said, "but I've never seen any of it. What will happen, Mrs. Briggs, if I decline to do this? Let's be frank with each other."

"Well,—I don't know," she said uncertainly, "I shall report to the next meeting of the society and I am afraid that some of the ladies will feel like they ought not to deal at your store any more."

"Are you going to boycott everybody over this cigarette business?" he demanded. "Mrs. Jones over here that keeps the dry goods store has a boy in Richmond that smokes cigarettes—I've seen him do it when he came here to see his mother. Going to take your trade away from that poor lady on account of that?"

"That's different," she said, "we can't control people that don't live here. Will Baxter lives here and works in your store."

"Suppose I did talk with him and he refused to stop it," he said.

"He wouldn't if he thought his position depended on it," she suggested.

"Oh, I'm to fire him if he doesn't stop, am I?" he said.

"Discharge as good, conscientious a clerk as I ever had—who has no other means of support—merely because he smokes a few cigarettes after business hours. I wouldn't consider it for a minute, Mrs. Briggs."

"What about that young fellow that comes down from Baltimore to see Miss Mary (Miss Mary was Mrs. Briggs' daughter). He went by here only yesterday smoking a cigarette, and Miss Mary was with him, too."

"I regret that I can't control him," said poor Mrs. Briggs stiffly and with a lovely red face.

"No, but you can control your daughter," he said. "To be consistent, oughtn't you to say she mustn't have cigarette smokers come to see her?"

When that hit her, Mrs. Briggs remembered that she was due somewhere else.

"I'm sorry you feel as you do," she said, "I'll have to report to the society. Good by."

That general storekeeper told me that for days after that he'd get all het up every time he'd think of it. Did you ever hear of such fool stunts in your life? Darn their hides, anyway—you get an interfering woman mixed up in something like that and she's worse'n a caterpillar down your neck. I don't know how the thing came out, but it won't amount to anything, take it from me.

I've just told you this to show the fool way some people look at the cigarette business. The minute a fellow pokes a cigarette in his face all the good qualities he ever had get up and git. Ain't it foolish?

THE STROLLER.

Kellogg Co. Out for Wiley.

The Kellogg Toasted Corn Flakes Co. has interested itself in the cause of Dr. H. W. Wiley, chief Government chemist, and has framed a petition which retail grocers are to sign and forward to President Taft. The text is as follows:—

Date.....
To the President,

Washington, D. C.

I am a distributor of foods, and am more than ordinarily interested in pure food inspection. I believe Dr. Harvey W. Wiley, chief of the Bureau of Chemistry, to be an honest, fearless and efficient official, the loss of whose services would be a calamity to the country. I respectfully protest against his proposed dismissal.

Yours respectfully,

.....
.....

Apples are still high. The best are worth \$2.50 to \$3 per barrel. Ordinary basket fruit range from 25 to 50 cents.

THE GROCERY MARKETS

Tea.

The tea market is in a very healthy condition. The demand is fair for the season, and as there is no surplus of desirable tea the situation is steady and good. No change in price has occurred during the week, except that Indias show a slight hardening, some grades $\frac{1}{2}$ cent and others 1 cent per pound. They were rather high before.

Coffee.

Speculative coffee options have shown some weakness during the past few days, but actual coffee has not been so much affected. It has been possible to buy actual Rio and Santos coffee a shade cheaper during the week, however, though the undertone is still strong. Mild coffees are rather heavy at the moment, though it is not possible to buy at much if any concession. They are relatively much lower than Rio and Santos. Java and Mocha show no change and comparatively light demand.

Sugar.

Sugar is very firm and high. Raw sugar has actually sold at 5 cents per pound during the week, and as refiners like to get a margin of $\frac{3}{4}$ to 1 cent above that for refined, the status of the latter can easily be seen. Refined sugar advanced 20 points during the week, and at this writing all refiners but the Federal quote granulated 5.95; the Federal's price is 6.05. Almost certainly refined sugar will be higher—probably 6 cents anyway. The demand is very fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is unchanged and quiet. Sugar syrup dull at ruling prices. Molasses quiet and unchanged.

Fish.

Mackerel continues steady to firm, and shows a fair demand for the season. Cod, hake and had-dock are not wanted yet for spot consumption, but the market is steady to firm. Domestic sardines are even weaker than they were last week, when the quotation was \$2.50 for quarter oils. It is possible that a good order could buy to-day at \$2.40. Imported sardines are unchanged

and quiet. Spot salmon is quiet, largely because of the high price. No price has yet been named on future Alaska, but it is expected any day. Probably it will be considerably above last year.

Canned Goods.

Tomatoes are dull and show no change from last week. The market for new pack ranges from 80 to 85 cents country. Packing prospects improve every day, and if nothing interferes the pack will compare favorably with last year's. New corn is coming into the market, but is in light demand as yet. Prices show no special change. Peas are high, dull and unchanged. Most packers of apples refuse to name a price for new pack, meaning especially New York packers. There seems prospect, however, for a large crop in most sections. California canned goods are unchanged and quiet at the moment. Some packers have sold all they have and have retired from the market. Small standard canned goods are unchanged and in quiet demand. Packers of late spinach have named a price of \$1, which is 10 to 15 cents below the price that has been ruling.

Dried Fruits.

Prunes show no change from last week. The market is firm, but the demand, owing to the high price, is small. Peaches are higher on spot, by reason of the high coast market, but the demand just now is light. The market for future peaches bids fair to be easier, though there has been no slump as yet. Spot apricots are about cleaned up, and futures are still high and very dull. Raisins are another fraction higher owing to the advancing coast market, but the demand is light. Currants moderately active and unchanged.

Beans and Peas.

Domestic pea beans have advanced another notch and are now quoted at \$2.55 per bushel in a large way. This refers to New York beans. There are plenty of Michigan pea beans, and sales have been made at \$2.42. Naturally the New York market can

hardly keep up a great while longer. Domestic marrows have sharply advanced and are now quoted at \$2.60. California limas are sick. There has not been the demand that was expected, and the new season is approaching. Consequently holders are weakening in their ideas and are willing to sell at a considerable fraction below the price that ruled for several months—6.80 per pound. Green and Scotch peas are scarce on spot and high. There has been some talk of new crop peas at \$2.75 to \$3, which is high.

Butter.

The consumptive demand for all grades of butter is very good. The receipts up to the present time have been absorbed on arrival at full prices. The market is very healthy now, and the weather has been more favorable to the making of butter. Therefore there is likely to be an increased make in the near future. The future of the market depends on the consumptive demand. The outlook, as stated, is for a slight increase in the supply, and if there is any change it may be a slight decline.

Eggs.

The receipts of fresh eggs are absorbed each day by a very good consumptive demand. The quality of the current production of eggs is improving, and the receipts are just about normal for the season. At present the market is steady to firm, and the demand is improving with the supply. A few eggs have already been withdrawn from storage.

Cheese.

The consumptive demand for cheese continues very good, and the make is a little lighter than a year ago. The market is steady and unchanged, but the general undertone is slightly easier nevertheless. In the country markets, but not in the city, the market declined about $\frac{1}{8}$ cent about the middle of the week, following which a number of cheese holders withdrew from the market. It is the general belief, however, that they will have to come back at the decline.

Provisions.

Everything in smoked meats is firm and unchanged, with a seasonable consumptive demand. Stocks are about normal for the season and prices are unchanged throughout. Pure lard is firm at the recent advance, and compound is sympathetically firm. Barrel pork and dried beef are firm and unchanged. Canned meats are unchanged, and there is a seasonable demand for everything.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Business in evaporated apples has been very active the last two or three weeks on stock that is ready for immediate shipment, buyers paying 9 to 9 $\frac{1}{2}$ cents f. o. b. shipping point in 50-pound boxes. The evaporators have not turned out a very large quantity, as the fruit was so small it had to be made into chops. These have been selling at 2 $\frac{1}{2}$ to 3 cents f. o. b. shipping point in bags.

The market on apples for October and November shipment holds steady. The volume of business is rather limited, as there are not many willing to contract. Prime quality in 50-pound boxes is quotable at 10 to 10 $\frac{1}{4}$ cents f. o. b.; choice, 10 $\frac{3}{4}$ to 11 cents; cartons, $\frac{1}{2}$ cent per pound higher.

C. C. HALL.

Rochester, N. Y.

Rice.

The market for the week has exhibited all the features of being "between hay and grass." Considerable attention is given to the slightly character of the "new crop," which is coming in slowly, while major part of transactions are still covered by the "old crop," the latter being well seasoned and more attractive in way of price. Japan sorts are scarce and held firmly at advance prices, as the scanty supply will be exhausted long before the new crop is commercially available in October.

Advices from the South note light demand on the Atlantic Coast on account of restricted offerings. The growing crop is looking fine, but the presence of "salts" in the rivers makes the outcome as to quantity problematical.

At New Orleans the market has been irregular, and in spite of the fact of light receipts (rain interfering with harvest) the distributive inquiry has been small. At the close, however, prices are

strong with improved demand and fractional advances have been secured on the extremes of second heads and fancies. The daily receipts have been insufficient to furnish mills with running supply, which accounts for the strong position. Rough received last week included considerable damaged by rain.

In the interior—Southwest Louisiana, Texas and Arkansas—the 'remainder crop' is going out in satisfactory way. Conditions of growing crop are generally good. In some sections, however, a reduction in acreage and more particularly poor yield, will cut production very materially. Prices of rough rice have been advanced 25 cents per barrel (162 pounds rough) over last season.

Cables and correspondence from abroad note strong markets on all deliveries.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Pickles.

The pickle crop should now be in the height of the yield, but the vagaries of the weather has upset all calculations. Some sections are very poor, in other large producing sections the belated vines must have another month of summer weather to produce an average crop. As we have had already four months of summer weather it would be unwise to expect another month. We have had over eleven hundred degrees excess of heat and dame nature will average up the account.

With all the reserve stock of salt pickles at the vanishing point and the whole country bare of stock there will be an immense demand for the new crop as fast as they can be cured out.

The way some packers have booked orders it will be Christmas before they can all be shipped. Quick shipment will command a premium as in other years. The market to-day is in an oversold condition.

F. A. WAIDNER & Co.
Chicago, Ill.

Standard Canned Goods.

Spot and future tomatoes came together last week in point of prices, and they are now on a level as to the quotations. As was to be expected, the spot goods declined to a parity with the market prices for futures, and from now on the daily quotations will be for season's delivery, meaning during the actual canning season which sometimes ends in September, but more often it does not come to a close until the latter part of October. The average length of the canning season in this section is about ten weeks, depending wholly upon the weather conditions from the setting out of the plants in the spring time until the killing frosts of autumn appear. Because of

the unfavorable weather conditions that prevailed during May, June and July, the opening of the canning season was fully ten days later than usual in most places in this section, including Baltimore City, and still later in many other places where the long drouth and very hot weather did the most damage. During the last three weeks the weather conditions have been all that could be desired for the growth of the vines, and it remains to be seen whether or not the yield of fruit per acre planted will overcome the loss occasioned by the shortening of the season at the start. The farmers claim that the vines are not fruiting as they should, and they argue that, under all the circumstances and conditions that have preceded the canning season, it is unreasonable to expect a large yield during this month, nor even an average yield. Last week the average price per bushel for raw tomatoes for canning purposes at the wholesale market in Baltimore was 60 cents, against an average price during August of last year of 40 cents a bushel. The market was fairly active again this week for the canned article for immediate shipment and for deliveries during the remainder of the month and in the first half of September, but the buying for later deliveries

dropped off to the vanishing point.

The canning season for corn has opened up and in the coming week all the big canneries will be at work full blast. The demand for corn is very light, but the canners seem content with their position and are not seeking new business to any extent. The small stocks of peas left unsold in this market will not bother the canners to dispose of them. The buying of soaked peas to take the place of seconds is remarkably large. Spinach for prompt shipment is one of the strongest articles, and the buying of it for delivery out of the fall crop is increasing. Sweet potatoes for prompt shipment are offered now, and so is the new pack of lima beans, okra and tomatoes and plain okra. Kraut and string beans are firm but less active.

We desire to call special attention at this time to the very small stocks of all kinds of canned fruits left unsold out of Baltimore pack this season, and to the further fact that it will be about ten or eleven long months before the canning season of 1912 rolls around. Not in the last ten years have the stocks of canned fruits in Baltimore been so light. This applies to every article in the list of fruits, excepting apples and pears, the early crops of which are just beginning to arrive, but

the heavy crops are not due until September and October. The demand for the new pack of apples is excellent for quick shipment and for delivery out of the fall crop. Cove oysters are dull and firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Holland Herring.—Shipments are now arriving more freely, but demand is still very limited and will remain so until the cooler weather sets in.

Scotch herring, while firmer abroad, are easier here, owing to heavy arrivals, but demand for the same is quite good.

Norway Herring.—The first offers of New Norway fat herring have been cabled over; prices are reasonable, but it is too early to risk importing those very perishable herring.

Imported Oil Sardines.—From France we are receiving daily the most deplorable news in regard to the catch of sardines. There is practically no fish caught and half the season is over. Packers are absolutely unable to fill orders which they have in hand and prices are advancing daily.

In Portugal they are catching only some large fish at the present time. The market, in sympathy with the French, is very much stronger and tending higher.

Sprats.—No supplies can be had at the present time from Europe. Supplies here are gradually clearing and prices have advanced and are likely to go still higher, because a new supply cannot be expected before about beginning of next year. In Norway the catch is just about fair; the quality is good, but the fishing is not at all abundant and prices paid for the fresh fish are quite high.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market is exceedingly active and there has been some large trading in futures for pepper and cloves. Pepper is very much higher. Cables received to-day quote Singapore pepper for import at more than 11 cents per pound. In fact, Lampong quality would cost 11 cents or more to import to-day. It looks as though high prices are in order for the next six or eight months.

Peppers.—Lampong crop is very small and it looks like a serious shortage in the supply for this year. It is also reported that Tellicherry, Aleppy and Singapore peppers are in short supply. The demand is no doubt increasing and there is not enough pepper in stock or en route to cover the requirements up until November next.

Spectacular Stunts in City Stores

Little Things in Use by Large City Grocers to Attract Attention to Various Goods. Adaptations of the Principle that Goods Well Displayed Are Half Sold.

[Under the above head, whenever they can be gathered, will be presented descriptions of clever eye-catching devices which have been noted in the large central Philadelphia stores, like Acker's, Martindale's, Gimbel's, Mitchell, Fletcher & Co.'s, and so on. Practically everything noted will be of a character easily adaptable by any grocer.]

In the Finley Acker store, Twelfth and Chestnut streets, was seen a dark brown basket, shaped like a wine glass or an urn, about four feet high. It contained alligator pears, wrapped in green waxed paper. Over the edge hung an electric light bulb covered with artificial green grapes, and arranged to look like a natural bunch. The bulb was lighted by a cord suspended from the ceiling.

In the Gimbel grocery department a pile of lemons stood in the centre of a table. At one corner was a glass containing iced tea and two straws, with the usual slice of lemon over the edge. The glass stood on a plate with a paper napkin.

In the Acker Eighth street store packages of a breakfast food were arranged on a table around a glass jar containing the food loose. The boxes formed a half circle behind the jar.

At the Gimbel store the following usable ideas were noted: A table of bottles of Worcestershire sauce had at one corner a plate containing two fried oysters lying in lettuce leaves and sliced lemon. A table of loose tea had a cup of tea with crackers beside it. A table of Hershey's cooking chocolate was flanked with a chocolate layer cake, made from the same. A table of Fairy soap had on one corner a tiny bath tub containing water and a cake of Fairy soap.

Red peppers are more active and held at steady prices. Spot supply reported small.

Cloves have advanced. Big demand. The crop is reported small. This article certainly looks as though it will advance.

Pimento (Allspice) quite firm, unchanged. Demand is better.

Nutmegs.—Small size somewhat firmer for spot and for arrival. It looks as though there will be an advance in the price of nutmegs ere long.

Mace.—Supply very small and prices are likely to advance at any time.

Cassias in fair demand. Sainfoin is scarce; good grade Batavia also reported scarce and in fair demand. China is in big supply and there is a good deal more en route.

Gingers are quiet at present and held at steady prices. Demand fair.

Green Ginger Root.—Stock that is coming in is of fair quality and a big demand is now on.

Tapiocas very firm and in good demand. The market will advance.

Seeds, herbs, etc., in active demand, especially for pickling seeds. Caraway is now higher, with upward tendency; Coriander in big demand at present. The demand for seeds and sweet herbs will soon be on.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Peaches keep high. Delaware and Maryland are sending fruit worth at 75 cents to \$1 per basket, but the quality is very poor. The best peaches are coming from Maryland and Jersey and rule at \$1.25 to \$1.75. The quality is good and the demand good considering the high price.

Tomatoes rule about the same. Cannons are paying 25 cents and the best fruit ranges from 50 to 60 cents. The demand is good.

Lima beans are as cheap now as they were dear two or three weeks ago. The present range is 50 to 60 cents per basket, against \$1.75 only a few weeks ago. The demand is nevertheless slow.

Nearby Bartlets range from 80 cents to \$1 per basket, which is some cheaper than last year. The crop is large.

The first car of Colorado cantaloupes came East during the week,

and although a large percentage was green, they brought around \$2.50 per crate. The demand will be interfered with by the fact that Jersey cantaloupes are still around at 40 to 75 cents, and many of them are good.

Most of the corn coming forward is poor. The best corn is coming from Pennsylvania and is worth \$1 per 100 ears. The run of the market brings 25 to 40 cents.

White potatoes dropped as low as 50 cents per basket, but advanced 10 cents. At the present writing the quotation for good stock is 60 cents.

CORRESPONDENCE.

(Continued from page 13.)

only into the hands of scientists, but will co-operate with some practical business men. But there is one point upon which all people interested in the pure food law fully agree, and that is, that it would be not only desirable, but very important, that the United States pure food law be made the pure food law of all the various States of the Union. To-day practically every State makes its own pure food laws and they vary materially from the laws in force in other States. This makes it practically impossible for manufacturers and importers to comply with the pure food law of the various States because a great many of these States have pure food laws that are at variance with each other and at a variance with the national pure food law.

If the National Wholesale Grocers' Association or any other association would take up this matter and make a strong vigorous campaign, so as to induce the various States to agree to make the national pure food law the pure food law of their State, it would make the compliance with the rules and regulations of the pure food law an easy matter.

Respectfully yours,
STROHMEYER & ARPE Co.,
G. Porges, Sec'y.

To Start a Five-and-Ten Cent Counter.

Sinsheim, Pa., Aug. 21, 1911.
To the Editor.

Dear Sir:—Will you kindly give me information in regard to 5 and 10-cent counters. I am located in the country and would like to increase my business and thought possibly this would be a good move, as the nearest 5 and 10-cent store is eight miles away. Therefore I ask your kind opinion and also for all the information you can give me in regard to buying and running same.

Thanking you in advance for any information you can give me, I am,

Yours very truly,
P. A. SWARTZ.

The people you want to get in touch with are Butler Bros., Chicago and New York. No street address is necessary. Butler Bros. sell, among other things, goods intended specially for 5 and 10-cent counters, and they also issue a great deal of literature telling how to conduct such a department. They will be very glad to send you everything they have.

Packers of Canned Celery.

New York, August 23, 1911.
To the Editor.

Dear Sir:—On page 14 of your issue of August 14th I note the following specimen advertisement: "Canned celery. Is white and tender; splendid for salads; 25 cents per can. Yates & McGuire."

Please advise me who packs canned celery.

Yours very truly,
STUART BENSON,
Manager Collier's Weekly.

Canned celery is packed by the Dunkley Preserving Co., Kalamazoo, Mich.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., August 8, 1911.
999,910. Bag holder. J. Thompson, Greeley, Col.

1,000,073. Fish scaling tool. M. M. Clarke, Des Moines, Iowa.

1,000,072. Strainer. J. A. Clark, Columbus, Ohio.

1,000,239. Process of ripening extracted honey. C. W. Dayton, Chatsworth, Cal.

1,000,326. Tea and Coffee maker. C. B. Crofford, Memphis, Tenn.

Washington, D. C., August 15, 1911.

1,000,433. Manufacture of cream of tartar. J. B. Moszizenski, New York, N. Y.

1,000,648. Fish cutting machine. C. Wacker, Byrdton, Va.

1,000,513. Coffee pot. M. Griswold, Jr., Erie, Pa.

1,000,692. Preparation of coffee. L. Roselius, Bremen, Germany.

1,000,896. Garment or merchandise hanger. N. D. Cohen, New York, N. Y.

TRADE-MARKS SUBMITTED FOR OPPOSITION.

Ser. No. 56,009. "Princess" for crackers. Bishop & Co., Los Angeles, Cal.

Ser. No. 56,381. "Anona" for canned fruits. Griffith-Durney Co., San Francisco, Cal.

Ser. No. 57,126. "Kylo" for canned corn. The Illinois Canning Co., Hoopes-ton, Ill.

Ser. No. 57,148. "Tete-a-Tete" for chocolate. P. F. Beich Co., Bloomington, Ill.

Ser. No. 57,259. "Navajo" for canned goods. Sprague, Warner & Co., Chicago, Ill.

Ser. No. 52,029. "Gold Leaf" for Japan tea. W. V. Stock, Chicago, Ill.

LOWNEY'S
COCOA

MAKES
HEALTHY, HEARTY
CUSTOMERS

Who consume more groceries than drinkers of tea and coffee do You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

Wholesome and Appetizing

MAGAZINES & BOOKS
FOR
LIBRARY SLIPS
ONE IN
EVERY PACKAGE

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Buying.

Here is an exceedingly important subject which can, in fact, be treated only in barest outline in one article and on which I shall hope to have some spirited discussion.

I know of few alleged axioms which have been somisinterpreted or which have led to so much disaster as "Well Bought is Half Sold"; or the idea of quantity buying; or the error of promiscuous future buying; or the mistake of averaging cost; or the fear that at any time, in almost any conceivable circumstances, one cannot get enough of any line of goods. This because there is a grain of truth in each of these ideas around and about which truth a lot of dross has accumulated; and the trouble is that many sellers have taken advantage, and continue to take it, of the said refuse to obscure the truth and mislead the buyer.

I have a friend who was once in the grocery business—who is not there now largely because he misinterpreted the idea of Well Bought, etc. He made a fair success of the grocery business so long as his capital was limited and his experience small. Thus he decided to expand. He thought he was ready to go into a department store business, with the fundamental idea that, if he bought in quantity, he could secure lowered costs, could therefore sell lower, could thus attract a large trade, etc. He omitted organization and the slower growth to gradual success and plunged. One item will serve to show up his weakness. He wanted dustpans which were offered at, say, \$1.50 per dozen in single dozens; but he got a lower price, say \$1.35 in gross lots—and he bought the gross. He "saved" 10 per cent. on the cost, but when his business was cleaned up by the sheriff two

years afterwards fully two-thirds of that gross—eight dozen of dustpans—was still in stock. This showed that his sales capacity for dustpans was one dozen per year and that an investment of \$1.50 in that pattern would have been a discovery of the grain of truth in the maxim.

Quantity buying should be strictly limited to a 30-day supply of practically everything except non-perishable staples, for which we have a steady, reliable sale, and which, because of unusual market conditions we ourselves—not the salesman—can see hold good promise of a fair speculative profit aside from the regular legitimate margin. Even so, such purchases should be limited to the investment of actual *surplus capital*—money which is lying around and earning 4 per cent. or a little better in trust certificates or bonds. How fundamentally true this is can be seen if we but reflect on the tangible, palpable fact that the man of small resources, who *cannot possibly* speculate in anything, makes a bigger average margin on his capital than the biggest and best of the rest of us. His circumstances *compel* his observance of the "Nimble Sixpence" plan of operation, and what compulsion does for him, volition should do for us who may have money ahead; and volition must do this for us or we shall fail to realize the most from our advantageous position.

Much the same reasoning applies to indiscriminate future buying. A few years ago this plan was limited to a stock of tomatoes and corn; but to-day it goes into everything. This is nice for the manufacturer and jobber, who thereby have definitely disposed of an immense quantity of goods and virtually have their money back again in their business where they can put

it to work for further development; but why should we "be the goat"? Why should we carry stocks for those whose business it is to carry them and whose only right to existence, properly and logically considered, lies in the fulfillment of this function to carry supplies for the convenience of the retailer? If we are to act virtually as jobbers in this regard, why not club together on practically all our purchases and absorb the jobbing margin among ourselves? It is surely ridiculous for us to pay the jobber for a service which he is not performing—yet that is just what we are doing to-day.

The Averaging of Costs is a practice which prevails to only a limited extent to-day, though formerly it was very common. The plan was that, on the decline of the market price of some goods of which you might have a good stock, you bought more against the time when the market would stiffen again, and thus your average of cost would be reduced. This is a rather attractive theory, but it is poor practice. The modern merchant reduces his cost arbitrarily through charging off a percentage—and then he proceeds to clean up that particular item.

Of all fallacies in the buying end of a business, however, the one which I consider most ridiculous is the idea that at any time, in any circumstances, we may be unable to get enough goods of any special line or variety. This is nonsense. Recall the serious look in the eye of the salesman who calls on you about June 1st and "advises" you to "secure your stock of lemons for the Fourth, because, by Crackey, Jim, I never did see lemons so scarce, and there is no telling where they will go! Why just look at three years ago, with conditions similar to those now prevalent, lemons \$3.50 on June 1st and *nineteen dollars a box on June 30th!*" etc., as far as you like. "Of course, nobody can really tell—but that is the way it looks to *me!*" You had planned to buy, maybe, three boxes, but you buy fifteen; with the result that before July 4th has come and gone you have dumped 25 per cent. of the perishable stuff, and the market has gone to \$4.50 or possibly \$4.75. How vastly better to have purchased one or two boxes, got them in fair condition

from the cooler, sold them out in three or four days, got your money back—with a margin of profit each time.

The *fact* is that you can always *buy*, and it is much the more perplexing problem, on which much too little time and thought are spent how to *sell*. This may be stated in few words with almost absolute accuracy that if you take care of the *selling* the buying will take care of itself.

Just take this example as a closing thought. The merchant who buys sugar from day to day and discounts his bills therefore never has any money invested in sugar. Why? Because:—

1. He buys a day's supply and therefore sells it in a day, thereby getting into his till, or on his books, his entire investment.

2. He pays in ten days, less the 1 per cent. discount, and thus uses the jobber's capital to finance his sugar department.

That is sort of turning the tables on the jobber—perhaps getting even with him on a percentage of that future buying business; but it is more than that. It is learning to analyze things more truly, and possibly will lead to the application of this idea to many other items and trying to find new places wherein the same idea can be used.

Good buying is a good thing; but be sure yours is good.

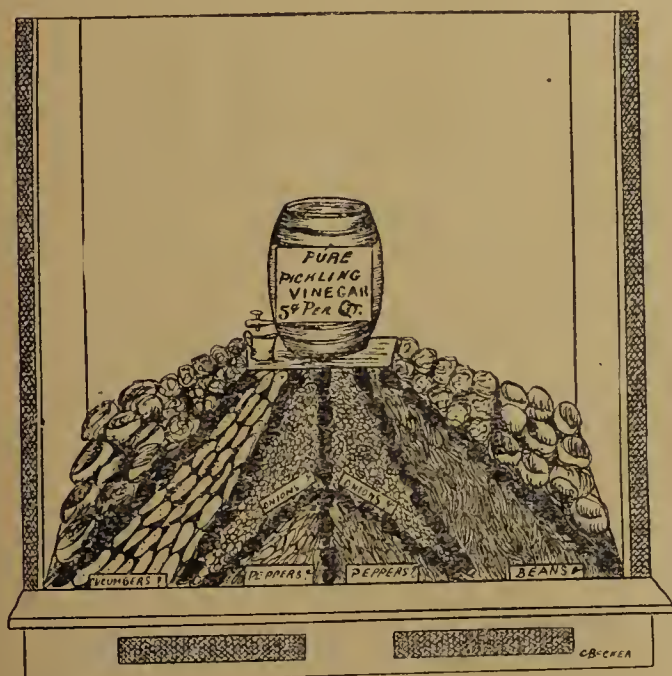
No Grocery Trust in Connecticut.

The special committee appointed by the Connecticut Legislature to investigate the high cost of living has reported during the past week that there is a marked tendency toward co-operation by merchants in the State engaged in the handling of like commodities, but there are few if any combinations in unreasonable restraint of trade or for the purpose of creating a monopoly in the handling of merchandise coming under the head of necessities of life. The committee finds that there is a "Southern New England Wholesale Grocers' Association," but does not find that it fixes prices. It declares that some articles of merchandise cannot be purchased by retailers except through wholesalers, adding that there was considerable evidence to show that the sugar refiners restricted their trade to brokers who in turn restricted theirs to wholesale grocers.



Pickling Vinegar.

This window suggests a timely display of pickling vinegar and vegetables, if you handle them. It shows up well and is very easily arranged. First place a small barrel of the vinegar on a strong box at the rear of the window. The box should be about one and one-half or two feet high. Build a slant of boards from this. Place a large sign

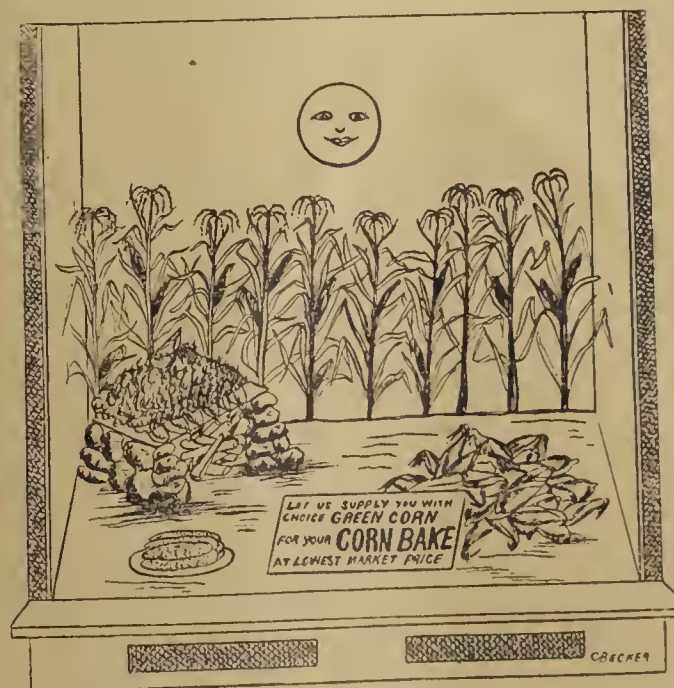


card on the barrel. If convenient, sell the vinegar from the window. The vegetables are arranged as follows, using large mangoes to space off the different kinds of vegetables. On the side slants place the large ones, such as white and red cabbage, cauliflower, etc., and on the slant in front cucumbers, small hot peppers, beans, etc. A small card, with the name and price, should be on each kind of vegetable.

Corn Bake Display.

Here we are again with a green corn window; but as it is so much in demand and a very wholesome vegetable, displays of it are always acceptable. You will find this one very striking and attractive. Corn Bakes are very popular outdoors at the present time and why not suggest one by such a window? It is arranged as follows: Cover the floor of the window with green cheese cloth. Don't lay it on flat, but arrange it in little puffs unevenly. Now get a few rough stones and build two little walls in the corner of the window, on which place some sheet iron or tin. About halfway in the fireplace cover the opening with bright red tissue paper and in front of the paper place a few sticks of wood. At night an electric light or a candle is placed back of the red paper, giving it the appearance of a fire. On the top place a row of the corn in the husks along the edge of it. Now cover over the

whole top with real moss, if you live in a place where you can obtain it. If not, use the next best—artificial. This finished, place a large pile of the corn at the other side of the window and in the centre place a neat sign card, with lettering like in cut. To arrange the background cover the whole window in the rear with a bright blue paper—a shade that will show up the color real well at night. Place the strips of paper from the top down, as they can then be tacked fast and it will be smooth at the edges. Hang all the strips except one, which will give you room to get into the window. Place a few cornstalks against the paper and tack them at the bottom, so they stand up straight. This done, fasten on the last strip of paper and then the window is completely covered. The moon is made from a pasteboard box—a small hat box will answer. It must be perfectly round and about twelve inches in diameter is right for the size of the moon. Cover the end of the box that is to be the face of the moon with pale yellow paper and with black ink paint a smiling face on it, like in illustration. If a candle is used in it, an opening must be cut in the top of the box or rim to allow ventilation.



For lighting the candle an opening must be made in the back or bottom of the box. An electric light is more convenient and not as dangerous as a candle for the lighting of the oven and the moon. Cut a round hole in the blue background large enough to admit the face of the moon. Be careful not to have any of the box showing, only the face. The moon is held in position by suspending a wire from the ceiling. Some good, strong light should be back of the blue background, so the color will show up. Be sure and have the moon very much brighter than the rest of the window and use no other lights in the window, as it would spoil the effect. This will prove to you a window worth the time it took to arrange.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Salesman to call on wholesale grocery trade in Philadelphia to sell canned goods for Philadelphia commission house. Must have experience. Quote reference and salary expected. R. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. tf

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. tf

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

FOR SALE.

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—An old established grocery, meat and provision store in the south section of Chester, Pa. Will sell for a very low price, \$4,500, to a quick buyer, with privilege of buying property. T. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Stock and fixtures of a good corner grocery and provision store, doing a good business. Will sell to a quick buyer for \$800. Property can be bought for \$4,200. Six rooms and all conveniences. D. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Apples. Summer Rambos and other varieties. Hand picked. \$1.75 bbl. Send in your orders. W. B. Zullinger, Mt. Holly Springs, Pa. 11

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second St., Philadelphia, Pa. tf

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—An old established grocery and delicatessen store, doing a fine business. Will accept \$1,150, if sold at once. Neighborhood Forty-ninth and Woodland Ave. Dwelling has ten rooms and bath. I. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Corner grocery and provision store. Would do good with fresh meats. Will accept \$1,100, if sold at once. Property containing six rooms and conveniences, can be bought for \$5,100. Northwest section. S. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Stock and fixtures of a good corner grocery store. Has a well paying milk route. Will sell for \$1,275 to a quick buyer. Rent, \$20 per month. Dwelling contains six rooms, bath and all conveniences. 1429 N. Twenty-second St., Philadelphia, Pa. 9

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS? We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. WARNER & CO., 927 Arch Street, Philadelphia, Pa. Phones: Bell, Filbert 3286. Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five

years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying, established business investigate this one before looking further. About \$3,000 required; part cash and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty-four years' occupancy has proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good,

clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,

927 Arch Street

Philadelphia, Pa.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each
40 4-in. Pots and Saucers @ 1.50	\$.60	sell @ .03
50 5-in. " " " " " "	2.50	1.25 " .05
70 6-in. " " " " " "	3.50	2.45 " .06
50 7-in. " " " " " "	5.00	2.50 " .08
40 8-in. " " " " " "	7.00	2.80 " .10
	\$9.60	\$15

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's
Bouillon
Capsules

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK



MR. GROCERMAN!
Your Interests Are Ours, Too

SELL
MAPLEINE

(A Distinctive Flavoring)
Better Than Real Maple
Made from aromatic roots and herbs which have absorbed the richest elements from sun, soil and mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home made sugar syrup better than real maple at a cost of 50 cents per gallon. Can be used anywhere a flavoring is desired. ADVERTISED EVERYWHERE

NICE PROFIT
DEMAND STEADY & GROWING
Order to-day from your jobber
Frank A. Smith Company
Philadelphia Agents
Crescent Mfg. Co.
SEATTLE, WASH.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Published every
Monday.

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State of the Union
and Canada.

AND

General Merchant

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Inside of the "Harrison System" of Destroying Grocery Stores

The Scheme of a New Pittsburgh, Pa., Enterprise for Selling Consumers at Wholesale Prices by Mail. Charge a "Membership Fee" of Four Dollars Per Year. A Sketch of the Scheme and Some Prices.

The attention of this journal has been attracted by the following advertisement, which has appeared in the want columns of various daily newspapers during the last few weeks:—

LISTEN—DON'T READ THIS

if you don't care where your money goes. We can show you how to save half or more on anything you need, whether it be a paper of needles or a \$500 diamond, groceries, men's, ladies' and boys' clothing, furniture, jewelry or any merchandise. Best granulated sugar at 4 cents a pound; Uneda biscuits, 3 cents; 5 bars Lenox soap, 14 cents; best \$12 suits of clothes, \$4.75; best \$20 suit, \$8.75; best guaranteed \$25 sewing machine, \$10.85; floor oilcloth, 18 cents a yard; ladies' guaranteed 14-k. solid gold watch, \$9.50, or anything you can think of at the same low prices; booklets free, city, country or anywhere; write or call; lady agents wanted everywhere. The Harrison System, 200 Pittsburgh Life Building, Pittsburgh, Pa.

A representative of this journal was assigned to investigate the enterprise as best he could, and after some delay obtained the Harrison System's literature. This consisted of a letter promising to sell all sorts of merchandise at a saving of "20 to 75 per cent. on anything you need." According to the letter, everything is bought direct from the manufacturer, and sold to the consumer "at about the same price your dealer has to pay for these goods." The negro in the wood pile will be clear to many after the following extract from the letter is read:—

We charge a membership fee of \$4 per year for our services. We require this nominal fee in order to cover the expense of maintaining our business—and do not need to derive any profits from the sale of our goods. You can save this fee—\$4—on almost any \$10 order.

By sending \$1 now you may become a member of our System and you may order any goods you need for yourself or your immediate family, the remaining \$3 to be paid in installments of \$1 every two weeks until the \$4 is paid.

Freight is paid on orders amounting to more than \$10.

With the above came a thick pamphlet containing a lot of prices and reciting the usual guff about selling over the mid-

dleman's head. The following interesting points are noted: This concern that sells at wholesale prices can afford to give 25 pounds of granulated sugar with each \$5 order for groceries, and 50 pounds of sugar with each \$10 order. Nobody gets any credit, and no orders go C. O. D. Every order must be accompanied by the cash.

The following extract will interest the retailers whose trade the Harrison System is endeavoring to get:—

We can give you still another illustration showing that you are paying anywhere from 40 per cent. to 75 per cent. or 100 per cent. more on any merchandise you need. Take for example the average merchant who carries a stock valued at \$25,000. His average monthly expense is as follows:—

Rent	\$250 00
Light and insurance	75 00
Clerk hire	225 00
Loss on depreciation of stock (we figure very low)	50 00
General loss on bad accounts	50 00
Advertising	150 00
Living expenses	150 00

Total expenses for the month

The average sales of that store will amount to about \$2,500 a month. This means a total expense of fully 38 cents on each \$1 worth of goods sold, and still you will see the merchant and his family take trips to the seashore, ride around in automobiles and wear diamonds on the profits. You can readily see that they could not afford these luxuries if they did not double their money on every article they sell.

Included in the pamphlet are several pages of grocery prices, supposed to be wholesale. There is nothing in the book to show what sized orders a consumer will be expected to send. Here are some extracts from the price-list:

Canned Goods—

Pork and Beans, 10c. size, 8 cents; 15c. size, 12 cents.	
Best Baked Beans, 3 cans, 23 cents; 6 cans, 45 cents.	
Campbell's Baked, 3 cans, 25 cents.	
Marrow Fat Beans, 3 cans, 25 cents.	
Heinz Baked Beans, 3 cans, 25 cents.	
Snider's Baked Beans, 3 cans, 25 cents.	
Snider's Baked Beans, large cans, 1 can, 13 cents; 2 cans, 25 cents.	

Lima Beans, 3 cans, 23 cents; 6 cans, 45 cents.	
Red Kidney Beans, 3 cans, 23 cents; 6 cans, 45 cents.	
Van Camp's Baked Beans, 3 cans, 25 cents.	
Van Camp's Baked Beans, large, 1 can, 13 cents; 2 cans, 25 cents.	
Golden Wax Pond Lily Beans, 1 can, 9 cents; 6 cans, 53 cents.	
Corn, best grade, 3 cans, 23 cents; 6 cans, 45 cents.	
Corn, extra fine, 1 can, 11 cents; 3 cans, 32 cents.	
Mushrooms, very fine, 1 can, 19 cents; 3 cans, 56 cents.	
Mushrooms, high grade, imported, 1 can, 32 cents; 3 cans, 95 cents.	
Peas, Early June, 1 can, 8 cents; 3 cans, 23 cents.	
Pork and Beans, 1 can, 8 cents; 3 cans, 24 cents.	
Peas, domestic, extra fine, 1 can, 15 cents; 3 cans, 44 cents.	
Peas, Sweetheart, 1 can, 18 cents; 3 cans, 52 cents.	
Spaghetti, small can, 1 can, 9 cents; 3 cans, 25 cents.	
Spaghetti, large, 1 can, 14 cents; 3 cans, 40 cents.	
Tomatoes, fancy, 3 large cans, 23 cents; 6 cans, 45 cents.	
Tomatoes, very best, 1 can, 9 cents; 3 cans, 25 cents.	
Early June Peas, 3 large cans, 23 cents; 6 cans, 45 cents.	

Canned Meat and Fish—

Mackerel, imported, 1 can, 15 cents.	
Mackerel, fancy fat Irish, 10-lb. tin, \$1.25.	
Mackerel, fancy Norway, 10-lb. tin, \$1.60.	
Sardines, fine domestic in mustard, 1 can, 4 cents; 6 cans, 24 cents.	
Sardines, in oil, 1 can, 4 cents; 10 cans, 39 cents.	
Sardines, imported, 3 cans, 28 cents; 6 cans, 55 cents.	
Sardines, imported in olive oil, 1 can, 14 cents; 3 cans, 40 cents.	
Salmon, fine pink, in large tin, 1 can, 14 cents; 3 cans, 40 cents.	
Salmon, fancy red, 1 can, 19 cents; 3 cans, 56 cents.	
Kinney's Salmon, 3 cans, 41 cents; 6 cans, 80 cents.	
Kipperd Herring, 1 can, 17 cents; 3 cans, 50 cents.	
Sliced Beef, in tumblers, 1 glass, 8 cents; 3 glasses, 23 cents.	
Canned Sliced Beef, 1 large tumbler, 20 cents; 3 tumblers, 58 cents.	
Canned Beef, in tins, tin, 14 cents; 3 tins, 40 cents.	

Canned Soups—

Campbell's or Van Camp's Mock Turtle, Ox Tail, Tomato or Vegetable, can, 8 cents; 3 cans, 23 cents.	
Chicken Soup, can, 9 cents; 3 cans, 25 cents.	

Cocoa and Chocolate—

Cocoa, Our Best Brand, ½ lb., 15 cents; 1 lb., 29 cents.	
Baker's Cocoa, ½ lb., 19 cents; 1 lb., 37 cents.	
Chocolate, Our Best Brand, ½ lb., 14 cents; 1 lb., 26 cents.	
Chocolate, finest grade, ½ lb., 19 cents; 1 lb., 37 cents.	
Chocolate Icing, Zatek, package, 13 cents; 2 packages, 25 cents.	
Baker's Sweet Chocolate, 1 cake, 4 cents; 4 cakes, 15 cents.	
Hershey's Milk Chocolate, 1 cake, 4 cents; 4 cakes, 15 cents.	
Lowney's Nut Milk Chocolate, 1 cake, 4 cents; 4 cakes, 15 cents.	
Fruits, Dried and Evaporated—	
Apples, fine, lb., 13 cents; 3 lbs., 38 cents.	
Apricots, domestic, lb., 15 cents; 3 lbs., 44 cents.	
Apricots, extra fancy, lb., 18 cents; 3 lbs., 52 cents.	

Dates, best, lb., 12 cents; 3 lbs., 35 cents.	
Figs, best, lb., 14 cents; 3 lbs., 40 cents.	
Figs, washed, in glass, glass, 17 cents; 3 glasses, 50 cents.	
Figs, washed, in large jars, jar, 24 cents; 3 jars, 70 cents.	
Dried Peaches, ripe, very good, lb., 12 cents; 3 lbs., 35 cents.	
Prunes, medium large size, lb., 13 cents; 3 lbs., 38 cents.	
Prunes, extra large size, lb., 17 cents; 3 lbs., 50 cents.	
Raisins, seeded, lb., 9 cents; 3 lbs., 26 cents.	
Raisins, seedless, lb. package, 9 cents; 3 packages, 26 cents.	
Grape Juice, very best, quart size, 38 cents; 2 quarts, 75 cents.	
Garlic, Mexican, best, lb., 9 cents; 3 lbs., 26 cents.	
Gas Mantles, regular 15-cent mantle, 7 cents; 3 mantles, 20 cents.	
Gas Mantles, inverted, regular 15-cent mantle, 7 cents; 3 mantles, 20 cents.	

Rice—

Fancy Japan Rice, 5 lbs., 23 cents; 10 lbs., 45 cents.	
Fancy Head Rice, 5 lbs., 29 cents; 10 lbs., 57 cents.	
Extra Fancy Head Rice, 5 lbs., 32 cents; 10 lbs., 63 cents.	

Salt—

Epsom, lb., 6 cents.	
Best Grade Salt, 2 bags, 7 cents; 6 bags, 20 cents.	
Celery Salt, package, 8 cents; 3 packages, 23 cents.	
Saltpeter, lump or powdered, lb., 10 cents.	

Soap, Toilet—

Ivory Toilet Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
Tar Toilet Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
Perfumed Soap, assorted, 4 cakes, 21 cents.	
Perfumed Soap, finest, 3 cakes, 20 cents.	
Perfumed Soap, assorted, fine (in box), 7 cakes, 25 cents.	

Soap, Laundry—

Lenox Soap, 5 bars, 14 cents; 10 bars, 28 cents.	
Swift's Pride Laundry Soap, 5 bars, 18 cents; 10 bars, 36 cents.	
Octagon Laundry Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
Star Laundry Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
Proctor & Gamble Naphtha Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
Fels Naphtha Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
White Castile Soap, 5 bars, 19 cents; 10 bars, 38 cents.	
H. & H., Carpet Soap, very best for carpet cleaning, bar, 12 cents; 3 bars, 35 cents.	

Scouring Soap and Soap Powders—

Bon Ami, bar, 8 cents.	
Scourall, bar, 4 cents.	
Old Dutch Cleanser, can, 8 cents.	
Swift's Pride Cleanser, package, 8 cents; 3 packages, 23 cents.	
Swift's Washing Powder, 4-lb. package, 18 cents.	
Gold Dust, large package, package, 19 cents.	
Soda, baking, best, lb., 7 cents; 3 lbs., 20 cents.	
Sal Soda, granulated, large package, package, 5 cents; 9-lb., package, 10 cents.	
Sal Soda, Crystal, large package, package, 4 cents; 3 packages, 11 cents.	

Spices—

Our spices are ground from the whole stock of the finest quality, especially selected for their strength and richness of flavor.

\$2,500.00 In Prizes

To Increase Oatmeal Consumption

185 Prizes, Ranging from \$100 Down

Open to Grocers and Their Clerks

THE Quaker Oats Company starts its Fall advertising with a new innovation. See the October magazines and women's publications. They come out about September 25th.

We offer there 185 prizes, totaling \$2,500.00. There are five prizes of \$100.00 each, ten of \$50.00 each, etc. They are offered by us to those who send the best letters, illustrating the good which people get from eating oatmeal.

You men who sell oats should have a chance at those prizes.

Be sure that you see those announcements.

And notice this when you read such announcement: The object of our advertising—as it has been for years—is to increase the oatmeal consumption. We are not merely after existing trade. Nine-tenths of our aim is to increase the sale of oatmeal.

A recent house-to-house canvass which we made in twelve cities shows that two-thirds of all families are now using oatmeal. About half of them use it daily. Our object now is to bring this greatest of all foods into constant, universal use.

And that is for the good of all.

The Quaker Oats Company is doing more than all others to nurture the trade in oatmeal. It has done more than all others to make people like oatmeal.

Quaker Oats is, beyond any question, the finest oat food in existence.

By quality, by advertising and by right business methods we are constantly building the trade in oatmeal. If you believe that these efforts are good for you—and good for all—we ask you to help.

The Quaker Oats Company

CHICAGO

They meet the most exacting Pure Food Laws of any State in the Union.

Put up in the most convenient and practical air-tight can, with patent sifting and pouring tops, moisture proof, retaining the original flavor and aroma until used.

4-oz. Sifting Can Allspice, 8 cents; 8-oz. can, 15 cents.

4-oz. Sifting Can Pure Black Pepper, 8 cents; 8-oz. can, 15 cents.

4-oz. Sifting Can Cinnamon, 8 cents; 8-oz. can, 15 cents.

4-oz. Sifting Can Ginger, 8 cents; 8-oz. can, 15 cents.

4-oz. Sifting Can Cloves, 9 cents; 8-oz. can, 17 cents.

2-oz. Sifting Can Nutmeg, 8 cents; 4-oz. can, 15 cents.

2-oz. Sifting Can White Pepper, 8 cents; 4-oz. can, 15 cents.

4-oz. Sifting Can Mustard, 8 cents; 8-oz. can, 15 cents.

4-oz. Sifting Can Coleman's English Dry Mustard, 13 cents; 8-oz. can, 25 cents.

4-oz. Sifting Can Paprika, Hun-

garian Sweet Pepper, 16 cents; 8-oz. can, 30 cents.

2-oz. Sifting Can Turmeric, 8 cents; 4-oz. can, 15 cents.

Starch—

Starch, in lump, lb. 3 cents; 3 lbs., 8 cents;

Argo Starch, package, 4 cents; 3 packages, 10 cents.

Elastic Starch, package, 8 cents; 3 packages, 23 cents.

Kingsford's Silver Gloss, package, 8 cents; 3 packages, 24 cents.

Corn Starch, package, 6 cents; 3 packages, 17 cents.

Corn Starch, very best, package, 8 cents; 3 packages, 23 cents.

A noticeable feature of the Harrison System's price-list is that in many cases no brand is given. Readers hereof can see for themselves whether the prices quoted constitute formidable competition.

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical and products that are not advertised in some of them are hardly advertised at all.]

WOMAN'S WORLD.

Grape Nuts.
Puffed Rice and Puffed Wheat.
Uneeda Biscuit.
Palmoline Soap.
Parowax.
Chiclets.
Lifebuoy Soap.
Lea & Perrins Worcestershire Sauce.
Shaker Table Salt.

AMERICAN.

Gold Medal Flour.
Shredded Wheat.
Baker's Cocoa.
Armour's Star Ham.
Grape Nuts.
White Rock Water.
Horlick's Malted Milk.
Huyler's Cocoa.
Coca-Cola.
Wilbur's Buds.
Chiclets.
Whitman's Candies.
Sunshine Biscuits.
Peter's Milk Chocolate.
Nabisco Wafers.
Ivory Soap.
Cream of Wheat.

McCLURE'S.

Pear's Soap.
Bon Ami.
Grape Nuts.
Jello.
Sunshine Biscuits.
Liquid Veneer.
Steero Bouillon Cubes.
Coca-Cola.
Wilbur's Buds.
White Rock Water.
U-All-No Mints.
Lea & Perrins Sauce.
Horlick's Malted Milk.

Nabisco Wafers.
Occident Flour.
Shredded Wheat.

HAMPTON'S.

Cream of Wheat.
Gold Medal Flour.
Fairy Soap.
Armour's Star Ham.
Horlick's Malted Milk.
Huyler's Cocoa.
Occident Flour.
Nabisco Wafers.
Ivory Soap.
Kellogg's Toasted Corn Flakes.

EVERYBODY'S.

Gold Medal Flour.
Whitman's Candies.
Fairy Soap.
Grape Nuts.
Campbell's Soups.
Post Toasties.
Jello.
Armour's Extract of Beef.
White Rock Water.
Lea & Perrins Sauce.
Chiclets.
Steero Bouillon Cubes.
Blue Label Soups.
Huyler's Cocoa.
Nabisco Wafers.
Occident Flour.
Ivory Soap.
Kellogg's Toasted Corn Flakes.

LIPPINCOTT'S.

Armour's Extract of Beef.
Pear's Soap.
Nabisco Wafers.
Kellogg's Toasted Corn Flakes.
Baker's Cocoa.
Hand Sapolio.
Chiclets.
White Rock Water.
Horlick's Malted Milk.

LIFE.

Chiclets.
Peter's Chocolate.
Polarine Oil (lubricating), Standard Oil Co.
White Rock Water.
Kellogg's Toasted Corn Flakes.

THE OUTLOOK.

Crystal Domino Sugar.
Bon Ami.
Kellogg's Toasted Corn Flakes.
Londonderry Mineral Water.
Londonderry Lithia Spring Water Company.
Baker's Cocoa.
Gold Medal Flour.
Sunshine Biscuits (Loose-Wiles Biscuit Co.)
Nabob Codfish.
Borden's Evaporated Milk.
Post Toasties.
Puffed Rice and Puffed Wheat.
Kornlet.
Chiclets.
Whitman Candies.
Uneeda Biscuit.
Fairy Soap.

COLLIER'S WEEKLY.

Lea & Perrins Sauce.
Eagle Condensed Milk.
Horlick's Malted Milk.
Snider's Tomato Catsup.
3-in-1 Oil.
Crystal Domino Sugar.
Puffed Wheat.

PUCK.

Great Western Champagne.
White Rock Water.
Chiclets.
Pear's Soap.
Kellogg's Toasted Corn Flakes.
Shine-on Metal Polish.
Spearment Chewing Gum.

PEARSON'S.

Gold Medal Flour.
Hand Sapolio.
Post Toasties.
Nabisco Wafers.
Huyler's Cocoa.
Cream of Wheat.
Fairy Soap.
Kellogg's Toasted Corn Flakes.

SUCCESS.

Grape Nuts.
Lifebuoy Soap.
Three-in-one.
U. S. Metal Polish.
Huyler's Candies.
Mapleine.
Kellogg's Toasted Corn Flakes.

SATURDAY EVENING POST.

Spearment Chewing Gum.
Campbell's Soups.
Underwood Deviled Ham.
Mrs. Rorer's Coffee.
Chiclets.
Wear-Ever Aluminum Ware.
Johnston's Chocolates (Milwaukee, Wis.).
Mapleine.
Nabisco Wafers.
Shaker Salt.
Post Toasties.

LADIES' HOME JOURNAL.

Gold Medal Flour.
Ivory Soap.
Nabisco Wafers.
Royal Baking Powder.
Pear's Soap.
Parowax.
Chiclets.
Mrs. Rorer's Coffee.
Lifebuoy Soap.
Oxo Bouillon Cubes.
Mapleine.
Huyler's Cocoa.
Lea & Perrins Sauce.
Steero Bouillon Cubes.
Hormel's Hams and Bacon (Austin, Minn.).
Puffed Wheat and Puffed Rice.
Occident Flour.
Kitchen Bouquet.
Karo Syrup.
Wesson Snowdrift Oil.

Rex Deviled Ham.
Grape Nuts.
Liquid Veneer.
Old Dutch Cleanser.
Atlas Fruit Jars.
Post Toasties.
Campbell's Soups.
Underwood Deviled Ham.
Bon Ami.
Kellogg's Toasted Corn Flakes.

HARPER'S WEEKLY.

White Rock Table Water.
Post Toasties.
Gold Medal Flour.

OUTING.

Horlick's Malted Milk.
Huyler's Cocoa.
Knorr's Consomme Cubes.
Libby, McNeill & Libby's Canned Goods.
Mennen's Talcum Powder.
Post Toasties.
Austin's Dog Bread.

PICTORIAL REVIEW, NEW YORK.

Cream of Wheat.
Van Camp's Pork and Beans.
Campbell's Soups.
Rex Deviled Ham (Cudahy & Co.).
Nabisco Sugar Wafers.
Post Toasties.
Lea & Perrins Worcestershire Sauce.
Pear's Soap.
Cuticura Soap.
Shaker Table Salt.
Parowax.
Lifebuoy Soap.
Karo.
Jello.
Crystal Domino Sugar.
Puffed Wheat and Puffed Rice.
Occident Flour.
Marvel Solder.
Coca-Cola.
Diamond Dyes.

SCRIBNERS.

Swift's Premium Hams and Bacon.
Gold Medal Flour.
Hand Sapolio.
Pear's Soap.
Kellogg's Toasted Corn Flakes.
Grape Nuts.
Chiclets.
Horlick's Malted Milk.
Huyler's Cocoa.
Lea & Perrins' Worcestershire Sauce.
Whitman's Candies.
White House Coffee.
Occident Flour.
Peters' Milk Chocolate.
Ivory Soap.
Libby, McNeill & Libby's Canned Goods.
Postum.
Baker's Chocolate.
Royal Baking Powder.

HARPER'S MAGAZINE.

Gold Medal Flour.
Fairy Soap.
Grape Nuts.
White Rock Water.
Blue Label Boned Chicken and Turkey.
Huyler's Candies.
Chiclets.
Occident Flour.
Ivory Soap.
Royal Baking Powder.
Baker's Chocolate.
Postum.

HARPER'S BAZAAR.

Grape Nuts.
Nabisco Wafers.
Lifebuoy Soap.
Baker's Cocoa.
Occident Flour.
Guernsey Earthenware.
Gold Medal Flour.

ATLANTIC MONTHLY.

Peters' Milk Chocolate.
Baker's Breakfast Cocoa.
Horlick's Malted Milk.

Huyler's Cocoa.
White Rock Water.
White House Coffee.

THE COLUMBIAN.

Gold Medal Flour.
Hand Sapolio.
Cream of Wheat.
Pear's Soap.

Chiclets.
Ammo Dry Ammonia.
Ridgway's Teas.

THE WORLD'S WORK.

Hand Sapolio.
Chiclets.
Shredded Wheat.
Fairy Soap.

Can't Change Their Coffee Blends Either in Quality or Price

Plight of the Grocer With Established Coffee Brands Who Has Not Been Able to Meet the Advancing Coffee Market. Three Cases of Large Retailers Who Are Selling Popular Priced Coffees of Identical Blend at the Same Price as Before the Advance. Chain Stores' Advantage Under Present Market Conditions.

A comparative coffee price-list which has been placed before the writer emphasizes the trouble which the retail grocer is in who several years ago established a brand of coffee, the ingredients and price of which he is either too conscientious or too fearful to change to meet the higher market. A very large percentage of grocers are in this position. They have seen the cost price of their blend steadily advance until it is 3 to 5 cents per pound above what it was at the beginning, but they have not been able to protect themselves either by changing the blend and using cheaper ingredients, or advancing the price. These blends, instead of being good profit payers, as they were, are now barely bringing back their cost.

For instance, Thomas Martindale & Co., the Finley Acker Co. and Showell & Fryer, representative Philadelphia grocers of the large central type, all have private blends of coffee which they exploit under their own labels. Martindale & Co.'s blend is called "Saludo," and retails at 26 cents; Showell & Fryer's is "Melrose" and retails for 25 cents, and Acker's is "Acker's french breakfast," and retails for a quarter. Not one of these houses has changed its blends since the advance or raised its price. While the secret of the blends is known only to the firm using it, it is likely that each one costs its owner to-day around 15 cents green or 18¼ roasted. This is at least 4 cents higher than the price before the advance. It costs all large central stores a high percentage

to do business, and it is practically certain that 25 and 26 cents for coffees costing 18¼ leaves little or no profit. Yet the chance is that even if the coffee market advanced to a point where every pound of their blends netted them a loss, these dealers would still consider it good business neither to change the blend nor the price, but only to live in hope that the market would turn.

When the coffee market is running tight, as it is now, the advantage which the chain stores have in handling coffee is emphasized. Reference is had to those which buy from first hands and do their own roasting. Take a coffee which the average retailer has been accustomed to sell at 20 cents per pound. Before the market changed to the higher level a moderate buyer could buy a fair grade at 11 or 12 cents roasted; to-day the cheapest salable thing he can get will cost him 17½ to 18½ cents, if he buys through a jobber. Part of this is the jobber's profit and part the cost of roasting, both of which items—at least all the first and most of the second—the chain-store escapes. The large chain store's 20-cent coffee need not cost it over 14 to 15 cents to-day roasted, which gives it a tremendous advantage over the grocer compelled to pay 2½ to 3½ more than that.

Tomatoes are cheaper, but mainly because the quality is poorer. The best are quoted at around 40 cents per basket. Canners are paying 20. The demand for tomatoes is fair.

OAKDALE PRETZELS

Have won and deserve the reputation of

**"HIGHEST" GRADE
"CLEANEST" MADE**

Baked in TEN Varieties

Packed in packages to retail at 5 cents, 10 cents and 15 cents. Packed in boxes and barrels to retail by the pound.

More pretzels are being sold every year *because* doctors are recommending them as appetizing, wholesome, nourishing, acceptable to a weak stomach and better for the children than candy or cake—and *because* "Oakdale" Pretzels are so good everybody likes them.

Write for samples and prices, or better—let us send you a trial box, returnable at our expense if it does not sell. Write to-day.

Oakdale Baking Co.
Tenth and Susquehanna Ave.
PHILADELPHIA

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

**"WE SELL
SWIFT'S PREMIUM HAMS"**

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.

Grocery Store Advertising

Did you ever stop to think how an Electric Sign would increase the importance and prominence of your Grocery Store—how it would attract purchasers and impress them to the fact that your place of business was alive and up-to-date? We have facts and figures to show you! You can pay a flat rate, including a monthly charge for the installation and maintenance, or you can assume the entire first cost and pay for the lighting by meter. Write or telephone to our Sign Department.

**The Philadelphia
Electric Company**
TENTH AND CHESTNUT STS.

No Difference How It Looks

When you buy Coffee, do you let the fine appearance of the bean blind you to the drinking qualities? Some grocers do—how foolish they are!

Coffee's only important point is its drinking qualities, remember that. Look at coffee from that standpoint always. We do, and its had much to do with our success.

Just to remind you, we sell Coffee direct by mail, cheaper (no salesmen's salaries) than you can possibly buy it through salesmen. May we send samples?

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
89 FRONT STREET, NEW YORK
ESTABLISHED 1897

WITH THE EDITOR

Elsewhere in this issue appears a list of the products which are being advertised to consumers in the September issues of the

**Goods Advertised
to Consumers.**

leading monthly and weekly magazines. The purpose is to inform retailers of something which they strongly need to be informed of—the names of the goods the makers of which are trying to create a market for them. Retailers should hunt this information for themselves, but few of them do, and even those who would do so have no facilities for covering the whole magazine field. This journal will therefore do the work for them, and earnestly recommends that the list it presents be carefully scanned whenever it appears.

The presence of the name of a given product in the list referred to does not imply a recommendation to sell it. Two other factors—three in all—are important in considering the desirability of stocking or featuring a given product: First, is it respectable and legal, by which is meant does it comply with all laws to which it is subject, does it bear a good reputation, and is it good, honest merchandise? Second, is there now, or could there be, a demand for it? Third, does it pay a proper profit? No dealer is warranted—except for some special purpose of his own—in doing much with a product which cannot answer an unqualified yes to all these queries. The fact that an article is heavily advertised to consumers satisfactorily answers but one of them, i. e., the one as to demand. It may be very heavily advertised and still be poor merchandise and unprofitable to handle. The list referred to is relevant merely to the one factor of demand—it suggests, in other words, that products so extensively advertised to consumers are those for which there will likely be the greatest demand and that they therefore may satisfy one of the three necessary requirements. If they also satisfy the other two, retailers who aren't in some way

getting the benefit of this extensive advertising should seriously consider whether they aren't making a mistake.

The investigation by the Congressional Postal Committee into the conditions under which matter of all sorts is now carried through the mails has supplied a striking illustration of the present immensity of the mail-order business and the extent to which it will likely expand if the postage rate on packages is still further reduced.

**Some Mail
Order Figures.**

One of the largest mail-order houses in the country is the National Cloak and Suit Co. of New York. It sells women's clothing, advertises in all the leading popular periodicals, and competes with every dry goods house in the United States. This concern does not use the mails to ship its larger goods, owing to the high cost and weight limit (both of which parcels post would remove), yet its manager testified before the committee that it spent over \$600,000 for postage every year! To ship its larger goods by express it spends \$400,000 more. The smaller products of this company are sent by mail now, and 1,032,000 of them were shipped last year!

The manager of the National Cloak and Suit Co. told the Congressional Committee that if parcels post became a fact, most of the 960,000 large packages that now go by express would go by mail. Greatly to the advantage of the mail-order house and still further to the disadvantage of the country merchant, for this reason:—

Many of the 960,000 packages now shipped by express undoubtedly go long distances and cost a considerable sum to ship. The further they go, and the more it costs to send them, the smaller the National Co.'s business in that territory. In distant territories at least the regular merchant is protected from this mail-order competition to that extent. But if

parcels post is enacted this protection will be gone, for the postage rates will be the same to far and near points, and California will be as much the accessible field of the New York mail-order house as Pennsylvania.

This is but one illustration, but the principle is the same with every mail-order house. The writer prophesies that if parcels post is introduced generally in this country, the mail-order business will treble in a year.

Raymond J. Jodoin, of Connecticut, is the only wholesale grocery salesman, so far as the writer knows, to be taken fresh from the road and sent to Congress. He has been elected by the Third Congressional District of Connecticut, and while his election is contested, he will probably be seated.

An interesting story is told of Mr. Jodoin's campaign. He could not personally conduct it, because his territory was outside the Third Congressional District, so it was conducted in large part by his fellow salesmen. The New York "World" thus tells the story:—

"I've been nominated for Congress in my district," he told his fellow salesmen. "Now, you fellows know I travel outside of the Third Connecticut District," he concluded, "so it's up to you to do my campaigning for me."

When he had told them as best he knew just how politics could be carried as a side line to the grocery business, his co-workers waxed enthusiastic.

That day there set out from the Rhode Island grocery firm a young army of salesmen crammed full of political arguments. In the same grip with their order books were Democratic campaign text books. Alongside of their prices on clothespins and loaf sugar were the ad valorem duties that a "wicked tariff" had imposed on the same articles and made their cost so high.

About the time these young men started out on their campaign things were in full blast in the "stove leagues" in various country stores throughout the Third Congressional District. Politics was the topic for loungers in the general store.

Simultaneously in a dozen towns one fall day there blew into the general store a representative of the Rhode Island grocery firm.

The "drummer fellers" were held in high respect by the country folk, and on this particular day their admiration for them was increased tenfold when they "set 'em up" to the cigars.

Then followed the routine work with the country store proprietor. His orders for new stock were taken and the salesman was about to depart when he stopped short near the door and the following dialogue took place:—

Drummer.—"Oh, do you know 'Ray' Jodoin who's running for Congress down here?"

Storekeeper.—"Sure, and a right smart boy he is, too."

Drummer.—"Well, I want you to return one of the many favors I've done for you. Can you vote for Jodoin?"

Storekeeper.—"Why, ya-as, I guess so. Sure."

Drummer.—"Much obliged. And say, have you got a son?"

Every storekeeper had a son or brother or 'cousin, and it was an easy matter to line them up. Then there were the store loungers who took as gospel truth the word of the proprietor on all questions political, social or agricultural.

From town to town went the salesman dispensing politics with groceries, and meeting with great success.

Jodoin was on his regular route, receiving daily reports from his workers. He made only two speeches in the whole campaign, one four and a half minutes long and the other five.

This journal passes this idea along for what it may be worth to politicians in general. In many cases nobody is closer to the voters of a community than its retail merchants, and nobody is closer to the retail merchants than the salesmen who see them regularly. It would seem as if a force of live salesmen could do a great deal for any cause in which they interested themselves. The writer recommends that the Pennsylvania Retail Merchants' Association gets in touch with the Pennsylvania Salesmen's Association before the next Legislature.

Reported Combination in New Haven, Conn.

A meeting of many of the small grocers around New Haven, Conn., is being talked of to consider the plan of forming a united grocers' purchasing association. The idea of the proposed organization is to make it possible for the small dealers to get staple articles at as low a price as the big dealers by buying together in large quantities.



We Defy You!

We're willing to stake anything on **Gurnse** butter. Willing to put it to any test, willing to let you go to any length to prove to yourself whether it's the fancy butter we say it is.

We won't lose a minute's sleep over the worst you can do. We know all about **Gurnse**—we know that better milk than is used isn't produced—we know dairies can't be cleaner than ours, and we know butter *can't* be watched and tended any more carefully. It's the best butter made to-day, and the most uniform. Wrapped in brine-dipped parchment and then in sealed carton. You need it.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—35 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.
Philadelphia, Pa.

The Grocers' Order Book



We have designed this book specially for the Grocery and General Store trade, and do not hesitate to say it is the most perfect, easiest and quickest book to operate, that there is on the market.

In each book there are 50 white original sheets and 50 yellow duplicates, printed with your business card on each sheet.

The books are numbered in duplicate. Our leather covers which we furnish you to use the books in are neatly made with nickeled holders.

This is the time of year to place your order so as to have them for the fall trade.

Our prices are so low that you cannot afford to do without them.

Write us for samples and prices.

E. C. Fell Manufacturing Co.
1112-1114 SANSOM ST., PHILADELPHIA, PA.

It Stays—but Not with You

☞ Breakfast foods will soon be coming into their own again—give a timely thought to **Wheatena**.

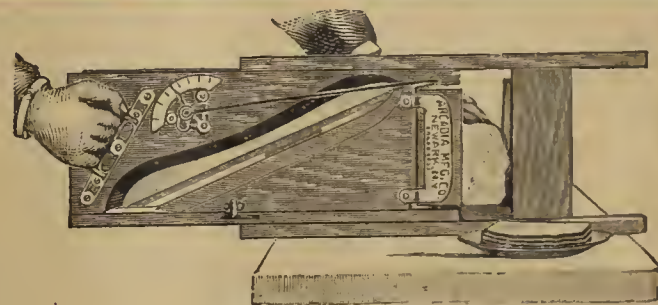
☞ The delicate hearts of selected wheat—nothing like it on the market. **Wheatena** has been the most remarkable repeater and stayer we have ever known.

THE WHEATENA CO., Rahway, N. J.



SWISS CHEESE SLICING MACHINE

Also used for Bologna and Smoked Meats



PRICE, \$3.50

LARGE LINE OF
SCALES, COFFEE MILLS, TEA AND SPICE CADDIES

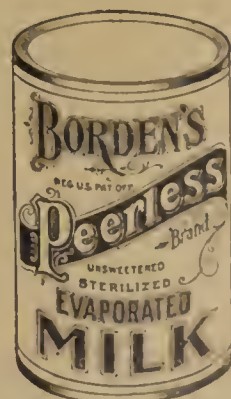
WRITE FOR ILLUSTRATED CATALOGUE

H. F. HEACOCK, 51 N. 2d Street, PHILA., PA.

EAGLE BRAND CONDENSED MILK



EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"
Est. 1857. New York

The New York Letter

Legislative Commission to Hold Food Investigation. Control of Prices to be Probed. Wholesale Salesmen Being Subsidized Again. Retail Sugar Price Advances. Large Rejections of Artificially Colored Tea. Interesting "Unfair" Competition Suit. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

August 31, 1911.

This State is to have a food investigation and it is to be started soon by a commission appointed for that purpose by the Governor in pursuance of a law passed at the last session of the Legislature. The purity, prices, methods of production, distribution and consumption are all to be made the subject of inquiry and study by this body.

Ezra Tuttle, Eastport, L. I., is one of the members. William C. Barry, a member of a big nursery company at Rochester, N. Y., was appointed, but for business reasons declined to serve.

Wholesale grocers are pointing out that as a result of the recent investigation of similar questions in Connecticut the jobbers were exonerated from responsibility for high prices of food. They say that the investigation in this State will without doubt lead to a similar conclusion on the price question.

Manufacturers and retailers are also positive that no blame can be put on them for high prices, so there will be some curiosity to see where, if anywhere, the commission will place the responsibility. It is supposed that this will be one of the subjects to receive much attention and another will be that of the purity of various foods.

A prominent retailer in speaking of the coming investigation said that without doubt the associations of wholesalers will have counsel to look after their interest, as far as may be, at the inquiry and the organizations of retailers should do the same.

It appears that some jobbers have permitted, at least tacitly, their salesmen to accept prizes and premiums from manufacturers. The New York Wholesale Grocers' Association, through Secretary Gray, has sent out a couple of notices warning their

members against tolerating any practice of the kind.

In his latest letter the secretary points out that if a jobber allows his salesmen to accept any favors of the kind mentioned then he practically places them in the pay of the manufacturers who extend the favors. The jobber whose salesmen are thus subsidized cannot expect equitable treatment from other manufacturers in the same line, for they know that his salesmen are putting forth special efforts for the companies that pay the premiums or hand out the prizes.

The practice is contrary to the by-laws of the association. It is against the law of the State to subsidize a salesman without the consent of his firm, so it is assumed that in the various cases that have become commonly known the jobbers have given their consent.

If a manufacturer has anything to give away, it is suggested, he should give it direct to the jobbers who distribute his product.

Phonographs and other articles have been sent to the salesmen's houses, it is said, in order to win their special support. This stimulus has resulted in some lively pushing of the products of certain specialty manufacturers. The big sales that resulted pleased the jobbers, too, and this inclined them to wink at the practice, without taking into account all of the consequences, it is said.

A number of small retail grocers, especially in Italian districts, have been made victims of the operations of the Black Hand. Two bombs were exploded early Wednesday morning in grocery stores. One blew to pieces the front of the grocery and fruit store of Charles Romo, on Lexington avenue, near 58th street, and the explosion shook the windows of big hotels over in Broadway and caused some excitement in the fashionable Fifth avenue district. Romo had received let-

ters demanding money and had paid no attention to them. The other bomb, exploded on the same morning, broke up the front of Antonio Capace's grocery store at 232 East 29th street. He denied that he had received any Black Hand letters.

Bomb outrages of this character have been more numerous in the last month than ever before in this city. Quite often the victims, especially if they are Italians, appear to be afraid to give the police information that would assist in the work of running down the gangs responsible for these crimes.

Up went the wholesale prices of some of the popular brands of cigarettes this week. The American Tobacco Co. put up the prices 50 cents a thousand on five brands.

The retail prices of some of these brands has been 15 cents a package in hotels and cafes, but there has been cutting by independent dealers to 13 and even to 10 cents. It is suggested that the increase in the wholesale price may stiffen the retail prices or at least bring the average up closer to 15 cents.

Some of the independent dealers complain that the increase was aimed at them so as to make it impossible for them to keep up the popular price of 10 cents per package.

Retailers have generally marked up granulated sugar a little because of the recent advances in the wholesale prices. Many stores sell in packages of 3½ pounds and have put up the prices of the packages from 18 or 19 to 21 cents, and this is about the rate of the general advance.

One of the daily papers announced that sugar is up in price and said that the wholesale price of coffee is also up, but the retail price would not go up because of the practice of selling coffee at fixed prices. The idea that fixed prices will keep down the prices of coffee generally, regardless of wholesale figures, will be news to the retailers.

The tea trade has been notified of the rejection of 50,000 pounds of Chinese green teas at San Francisco and the appeal of the Chicago importers to the Board

of United States General Appraisers. The general opinion seems to be that the protest will be ineffective.

Local brokers are discussing the course of the San Francisco authorities in holding up black teas for examination as to colors. It is declared that this is unnecessary, as black teas are not colored and the new regulation is aimed at the colored green teas. It is also said that the Western importers have probably made representations which led the authorities to hold up and delay black teas on its way East, and did so in revenge because the Eastern men took a determined position against the admission of colored green teas. The brokers here say that the holding up of black tea is simply a cause of delay and annoyance, and that there is no valid reason for it.

The Tea Association of New York this week made public the letters which it sent to the Treasury Department as follows:—

THE TEA ASSOCIATION OF NEW YORK,
90-96 Wall street.

New York, August 22, 1911.

Hon. T. M. Halstead, Chief, Division of Customs, Washington, D. C.

Sir:—Referring to your communication of the 19th inst., relative to the proper exclusion of colored teas, this association now desires to draw your attention to the enclosed public circulars from responsible firms in China, all testifying to the fact that a very large amount of colored green tea has been placed upon the Shanghai market for sale.

If this tea is shipped to the United States and admitted for consumption the Chinamen will continue to prepare colored green tea. It is obvious that such an outcome would be most unfortunate and would debar from the green tea trade those who wish to conform to the United States requirements in this respect.

It is difficult to detect coloring matter with the naked eye when present in small quantities, and it is impossible to state with any certitude which port of entry the teas described will be offered for examination. For these reasons we submit for your consideration the suggestion that all tea examiners should be instructed to have a percentage of every invoice of green teas, including Country Greens, Foochows and Pingsueys, chemically examined for "color" or "facing."

The more open leaf teas absorb and retain the greatest amount of "coloring" or "facing" matter, and for this reason would offer the readiest test as to the presence of such adulterants. The foreign matter usually present in green teas are Prussian blue, indigo talc and gypsum.

We attach a copy of analysis (of a number of teas selected at random) made by Shanghai Municipal Laboratory and signed by Mr. Arthur Stanley, Health Officer.

There is practically no market for Pingsueys and Foochows, except the United States, and strenuous efforts will be made to secure their entry into this country.

If there are questions which require explanation, a committee from this association will be glad to personally wait upon you.

Might we ask you to kindly inform us what decision the Department reaches in this matter, so that our members may be properly advised for their future guidance?

Respectfully submitted,

W. J. BUTTFIELD,
President.

TREASURY DEPARTMENT.

Washington, D. C., Aug. 25, 1911.
Mr. W. J. Buttfeld, President Tea Association of New York, 90 Wall street, New York, N. Y.

Sir:—Referring to your letter of the 22d and telegram of the 24th inst., concerning the suspected intention to ship large quantities of colored green tea, now at Shanghai, China, to the United States, I have to inform you that it has been suggested to collectors and customs within whose districts tea examiners are stationed, to submit samples of all importations from China of green tea to chemical analysis, with the view of ascertaining whether or not such teas are colored or faced.

Respectfully,

A. PIATT ANDREW,
Assistant Secretary.

A decision was handed down this week in the case brought by the James Van Dyk Co. and the Robert B. Reilly Co. against the F. V. Reilly Co. The suit was based on charges of unfair competition.

The decision handed down by Justice Lehman, of the Supreme Court, is in favor of the plaintiffs and holds that the exclusive right to the trade names "Reilly's Teas" and "Reilly's Coffees" reside in the Van Dyk Co. as the lessee and the Robert B. Reilly Co. as the owner. The Van Dyk Co. operates a chain of 100 stores in 17 cities.

The co-defendants in the F. V. Reilly Tea Co. are Herbert St. Clair Heroy and Herbert Osborne. The decision is drastic in prohibiting the corporation and the co-defendants from using the name Reilly in any way that might mislead the public into supposing that this was the old or original Reilly Co. If the name is used at all, it must be accompanied by the date of the incorporation of the new company.

The defendants are enjoined from representing themselves as former employees of the Robert B. Reilly Co. unless they accompany that representation with explanation that they are entirely distinct from the old company and its successors.

The decision especially prohibits the defendants from using signs that might mislead the public.

A referee was appointed to take

evidence as to past damages sustained by the plaintiffs.

There has been a big slump in the prices of California green fruits, especially peaches and pears, which are being sold in large quantities at unusually low prices. The sales are being pushed through street peddlers with carts and wagons and in the public markets.

Other fruits, including plums from other parts of the country, have also been selling much below the usual prices even for this time of year.

SUMMARIZED MARKET CONDITIONS.

Spot coffee has been irregular during the week. The demand from the country has not improved much and brokers who looked for increased activity as a result of the advances in options have been disappointed. There is some talk of concessions on Brazils. Mild grades, especially washed coffees, are the most active at present. Bogotas and Maracaibos have been moving somewhat better than other varieties.

Refined sugar has been advancing because of the conditions in raws and in beets. The American put up the price of standard granulated sugar to 6.15 cents, less 2 per cent. Other refineries ask 6.25 cents, less 2 per cent. Withdrawals on contracts are active and all of the refineries are behind in their orders. It is suggested that the higher prices may curtail consumption, especially for preserving purposes. But cheap fruit more than offsets the advance in sugar.

Steady conditions prevail in the tea trade. It appears that there is little or no speculative activity and the buying is by distributors for actual consumption. Any improvement in the market must apparently come from the legitimate demand. Prices are firm, and because of the Government's action in holding up cargoes of green teas, brokers are talking of higher levels of prices. It is suggested that rejections of Chinese teas because of the presence of coloring material must divert considerable demand to black teas. The reported action of the collector at San Francisco in holding up black teas for examination



They Wanted Jell-O

Children should not be forced to eat what they actually dislike. Grown-ups wouldn't stand it. Anything distasteful has a disturbing influence on the digestive processes and is harmful to health. The old notion that the less palatable your dinner might be the better it was for you, no longer exists.

JELL-O

is good for the children, and they all like it.

Every mother recognizes this fact, and the children get Jell-O now instead of heavy desserts that often cause trouble.

Seven delicious Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

The name JELL-O is on every package in big red letters.
If it isn't there, it isn't JELL-O

John Scott & Co.

INCORPORATED

PHILADELPHIA
WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

Increase Your Sales of

BAKER'S

Cocoa and Chocolate



Registered
U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

is the cause of much discussion among the brokers here.

The market for canned tomatoes became a little stronger during the week. Local jobbers do not attach special importance, as yet at least, to the bullish reports from Maryland of injuries to the crop by the wet spell. Sales are made between 80 and 85 cents for No. 3s at the factory, indicating wide variations in views as to values. Some packers refuse to book any orders for less than 82½ cents and others will accept nothing less than 85 cents, yet sales have been made by a few packers at 80 cents. Corn is quiet but steady. Maryland corn, Maine style, ranges from 67½ to 72½ cents, being governed largely by differences in quality. There is a steady demand for peas and a light demand for beans.

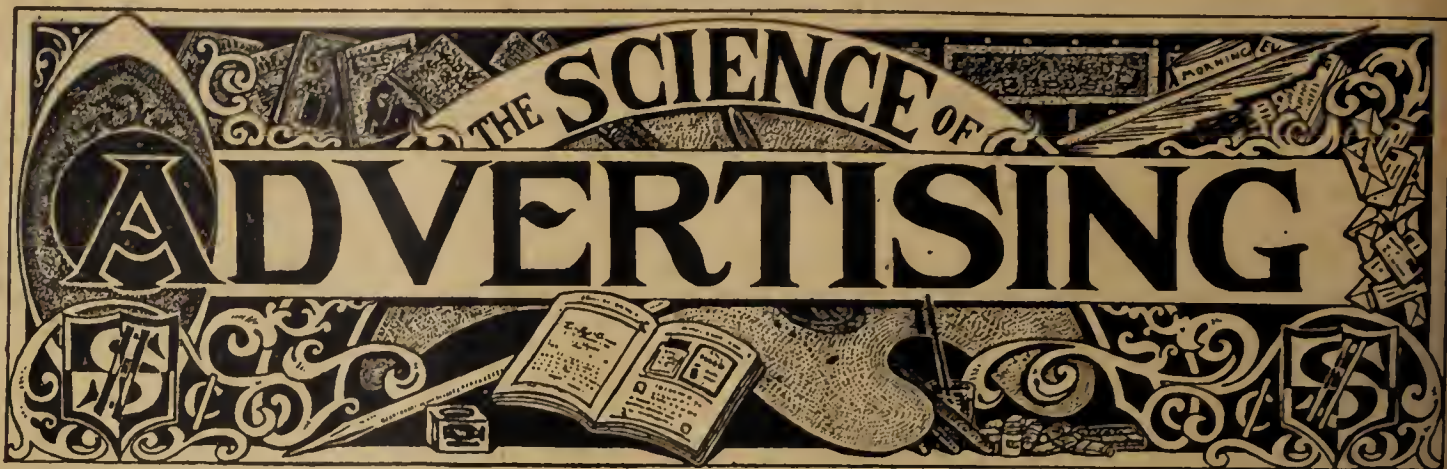
There is not much activity in canned fruits. Buyers are unwilling, as a rule, to pay the prices asked for State gallon apples, as the prospects are for a large crop. Southern peaches are offered only in light quantities at fairly strong prices. There has been some pressure to sell Maine blueberries.

Dried prunes are firmer, owing to coast developments. The spot stock is small and held firmly, although there is not much of a demand at present. Local buyers are not taking much interest in forward shipment offerings of dried peaches and apricots, although the packers have in the last week manifested a disposition to meet the views of buyers on prices. There is little business in California dried raisins.

The demand for both canned and dried fruits is affected by the recent slump in the prices of green fruits from the coast.

Flour, after going up, dropped a little this week and buyers could get spring wheat patents in wood at \$5.25 a barrel. Some millers held out for \$5.35, but the buyers can get all of the supplies they desire, except in two or three brands, for the lower figure. The buyers have been placing orders cautiously, however, and are not inclined to buy ahead even at the lower price. They have been following a waiting policy for months and do not seem inclined to change from that attitude.

(Continued on page 20.)



J. B. Losey, of Somerville, N. J., sends in a couple of his local newspapers each containing his advertisement. Both filled a space five inches deep across two columns, and both appear below much reduced:—

notice the poor way in which the border joins at the corners and also the open joints in the line of rule under the heading. All that is sloppy printing. In the other advertisement note where the spaces between the words of the

writhe in his clothes, and it ought to produce the same effect on an advertiser whose advertisement is marred in that way.

Outside of these defects it seems to me as if these advertisements could have been displayed more tastefully. Not the slightest attempt has been made to give them distinction. Put this same copy in the hands of a capable printer who would take some pains and it would look nothing like what these newspapers have produced.

So much for the typographical features of these advertisements. The text of both of them is good, but I don't like the heads of either. Both are commonplace. "Meats and Poultry" is about as tame as anything could be. "Tender Lambs From Nearby Farms" would have been better. Or "You Should See These Spring Chickens." For the other advertisement "Give Me the Same" would have made a snappy head, setting it in quotation marks. Or, "He Knew Where to Get It." Or "Wanted It on the Farm, Too." Don't lose sight of the fact that the heading is the first thing the eye sees. If it attracts, the reader will probably pass on to the balance. If it does not attract, the eye will almost certainly never get any further.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Apples are coming steadily forward and the price ranges from 50 cents per basket for blush apples down.

Meats and Poultry

We are having and cutting some very choice Jersey Lambs these days that come direct from our farmer friends, and they are certainly good eating—the meat is sweet and tender. Legs, Roasts, Chops and Stewing pieces.

POULTRY — We have some of the largest, fattest Spring Chickens we have had this Summer, 2 1-2 to 3 pounds each, extra good. 25c a pound. Some very choice yearling Fowls. 18c a pound Yours for good Meats and Poultry.

J. B. LOSEY

Depot Square SOMERVILLE, N. J.

GOOD COFFEE

A customer of ours came into our store a day or so ago and said he wanted five pounds of good Coffee. We asked him what kind—he said, "the kind we always use at our house"

ROYAL BLEND

I want it ground and put into a tin can, as I intend to take it down to Old Virginia with me where I am going to spend two weeks on my farm." So you see he knew what kind of Coffee was good and where to get it.

Royal Blend is Good Coffee Every Time and the Price is 28c a Pound

J. B. LOSEY

Depot Square SOMERVILLE, N. J.

Both of the newspapers which contained these advertisements were inclined to be sloppy in their general get-up. In the advertisement headed "Meats and Poultry" display lines at the bottom, "Royal Blend," etc., have come up and show. Also in the address at the extreme bottom. That sort of thing makes a careful printer



PURE SALT IN THE PACKAGE THAT PROTECTS

Here's How We Induce Your Customers to Buy Shaker Salt

In all our advertising this year we offer to users of **Shaker Salt** a genuine cut-glass shaker for two trade-marks cut from the **Shaker** boxes and ten two-cent stamps. See big circular enclosed. Many thousands of women are sending for these shakers every month—buying **Shaker Salt** to get them, too!

SPECIAL OFFER

Now we want to connect up your store with our advertising. You help us, we'll help you. That's team work. On receipt of your order for two cases (24 cans retailing at 10 cents in each case) for **Shaker Salt** at \$1.60 per case, we will send you, carriage prepaid, two of our genuine imported cut-glass salt shakers free, on condition that you use them in your store or in your window in making a display in connection with **Shaker Salt**. These shakers have cut-glass caps—no metal of any kind.

With each order we will also send one of our beautiful seven-color, four-piece window trims. You can make a most attractive window display by putting in the window trim and placing some **Shaker Salt** with the cut-glass salt shakers in the window. After you have made the display the shakers are yours.

Hundreds of grocers who have used this window display have told us of their greatly increased sales as a result.

We will send you besides a neatly printed poster calling attention to our offer that will catch the eye of every woman passing your window. It means money in your till to co-operate with our advertising, because we help you to sell **Shaker Salt** and **Shaker Salt** pays you a profit of 50 per cent. Send your order to us to-day.

DIAMOND CRYSTAL SALT CO., ST. CLAIR, MICH.

Manufacturers of the Purest Salt in the World

CUT OUT THIS SPECIAL COUPON

With two cases of **SHAKER SALT** (24 cans retailing at 10c. each, \$1.60 per case) also ship me two genuine all cut-glass salt shakers **FREE**.

Name.....

Address

My Jobber's Name

Mark X in ☐ if you wish free seven-color window display.

Mail Coupon to
Diamond Crystal
Salt Co., St. Clair,
Mich. :: :: ::



DIAMOND CRYSTAL SALT CO.
ST. CLAIR MICHIGAN



CXVIII.—Customs of the Trade and How They Affect Business Contracts.

As is generally known, every trade has its customs—there are hundreds of them in every day use—and they figure to a very important degree in dealings between business men in their respective lines. How far are they legal, what is their relation to contracts on the same subjects, and how far may a man take advantage of them or is he bound by them?

A custom or usage of the trade is a particular, long-established method of dealing as to certain things. It may be established at a certain place, or in a certain trade, or between certain classes of men, but it must be reasonable and not in violation of law. Such a custom acquires legal binding force because business men are supposed to have it in their minds when they make contracts. If, for example, there is a custom that a ton of a certain commodity means 1,500 pounds of it, and two men who have done business for years in that community make a contract for so many tons of the particular commodity, neither one of them will be allowed to claim that he should get tons of 2,000 pounds. Both will be considered as having had tons of 1,500 pounds in mind when they contracted.

The test in most cases is whether both parties knew of the custom, or whether it had come to be so generally used that they should have known of it. In contracts covering insurance matters, or where persons are dealing at a particular place, or where persons deal with banks in negotiating bills or notes, it makes no difference whether they knew of the custom or not. If it actually existed, they are bound by it. In other matters, however, where a contract is made and one party tries to read a custom of the trade

into it, the other party can plead that he knew nothing about it, and didn't contract with it in mind. If he can convince the court of that the custom of the trade will not be enforced against him. This particularly applies to local customs. A large number of places throughout the United States have their own little customs of the trade, but they will not be binding except on persons who live there, or outsiders who actually know of them.

For instance, there is a custom of the trade in the vicinity of Galveston, Texas, that the wholesale salesmen of a certain line are not to complete sales without consulting their houses. They are allowed only to take orders subject to approval. In one case a salesman made a completed sale and his employer tried to get out of it by pleading the custom of the trade. The buyer proved that he knew nothing of the custom, however, and the court held that it could not be enforced against him. The sale therefore stood.

In Alabama there is a custom that retailers shall not pay traveling salesmen for goods bought, but shall remit direct to the house. In one case a retailer paid a salesman, who converted the money to his own use. The salesman's employer tried to collect the debt from the retailer again, on the ground of the custom not to pay salesmen. The retailer pleaded that he knew nothing of the custom and his defense won.

In another interesting case a clerk from time to time took goods from his employer's stock for his own use. His employer asked him to pay the full retail price for them, stating that it was the invariable custom of merchants of that vicinity to refuse to give clerks discounts. The

clerk plead that he knew of no such custom, but did know of an even more general custom to give clerks wholesale rates. The court held that before the employer could collect full prices he must show that the clerk knew of this special local custom, the other custom of giving clerks discounts being the more general.

All the above are cases where one party to a contract has sought to *burden* the other party with some custom of the trade which the contract did not mention, but which it was desired to read into it. The principle is the same where one party to a contract tries to gain the benefit of a favorable custom. For instance not long ago a Western packer contracted with a Pennsylvania broker to obtain orders for him in Pennsylvania. The broker obtained orders for 5,000 cases of goods, only 3,000 of which, by reason of short pack, were delivered. The law of brokerage is that the broker is entitled to his commission the minute orders are obtained and accepted, whether the goods are delivered or not. The broker demanded commission on the entire 5,000 cases, but the packer refused to pay commission on more than 3,000, pleading that there was a custom of the trade in Pennsylvania by which brokers did not charge brokerage except on goods actually delivered. At the trial it developed that while this custom did exist, the packer did not know of it when he made his contract with the broker. For this reason the court denied him the benefit of it, and the broker recovered his commissions on the full 5,000 cases.

Frequently an individual concern will have established a custom of its own. This, while not a custom "of the trade," will be binding on everybody who by

long-continued dealings or in any other way has become acquainted with it, but not on any one else. For instance, a Wisconsin manufacturing concern hired a new employee and kept back part of his wages in connection with an insurance scheme of its own. The employee objected and took it to court. The manufacturer pleaded that this had been his custom for years, but there was no evidence that this particular employee had ever heard of it, so the custom was set aside.

A seller of a machine tried to limit the scope of the implied warranty which would ordinarily have gone with his machine by the plea that for years it had been his custom that the warranty should mean only so much. A buyer of the machine who thought the warranty should mean what implied warranties usually mean with such machines, sued him and got a verdict, as the seller could not prove that this buyer knew anything about the limitation of the warranty.

Where the parties to a contract cannot agree what it means, and the matter gets to court, the question whether there is a custom of the trade bearing on the disputed portions is always important. An obscure meaning in a contract has thousands of times been illuminated by applying a custom of the trade to it. For instance, in a Colorado case the parties to a wholesale hat contract could not agree as to what the words "for the season" meant. The court admitted evidence that there was a custom of the hat trade that the season should begin December 1st and thus made the agreement clear. In the same way the courts will allow evidence of a custom of the trade to show that a contract does not mean what it seems to. This often leads to peculiar results. In one case a contract called for "a thousand," and one of the parties was allowed to show that there was a custom that 1,000 should mean 1,200. So in a Texas case, a custom was upheld that a carload of a given commodity should be held to be 25,000 pounds, no matter what its actual weight might be.

So there are many other cases in which contracts using various terms, the meaning of which was disputed, have been decided on

the principle that there was a custom of the trade that the terms should have such and such a meaning. For example, customs of trade have been invoked to explain the following: The meaning of a receipt, or whether a transaction was a sale or a hire, or the meaning of "a bag of oats," "carload," "cash basis," "immediate delivery," "merchantable order," "pound," "old style tin roofing," "wall measure," and so on.

(Copyright, September, 1911, by Elton J. Buckley.)

Question: E. E. Strevy, New Albany, Pa.—Inclosed find borough ordinance regarding sale of most everything. Please tell me you think it is all right.

Answer.—I assume that you want an opinion as to whether this ordinance is constitutional. I should say off hand that most of it is. Briefly, it makes it unlawful to sell, expose for sale, or explode firecrackers or torpedoes within the limits of New Albany borough. The fine is \$5. I have no doubt that this portion of the

ordinance is sound. Discharging any musket, rifle, pistol or other firearm without the permission of the Burgess is also punishable by a fine of \$1. This section is probably bad, as it gives the Burgess too wide discretion, and really makes him the law-making power instead of Councils. A legislative body, such as Borough Councils, is not permitted to delegate its powers to others.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

from the Uncle Sam Breakfast Food.

Omaha, Neb., Aug. 28, 1911.

To the Editor.

Dear Sir:—The report of the Government judgment against this company, published in the Grocery World and General Merchant of August 21, 1911, is misleading so far as our action in the premises is concerned.

We briefly state our side:—

The label, against which information was filed, was in use two years ago, but about a year ago was changed to meet the views of the Pure Food and Drug Department.

There were two counts in the information against us—the first related to constipation; the second related to appendicitis.

We so clearly showed that our statement was true as regards the second that this count was nollied.

As regards the first count, we were induced to plead guilty upon purely technical grounds, which were that we could not swear that 100 per cent. of parties using the

Uncle Sam Breakfast Food were relieved or cured of constipation within three days.

We were willing to swear that 95 per cent. and more would be so relieved.

We did not plead that the Uncle Sam Breakfast Food contained no medicinal properties, for to do so would have been false to facts and experience, and in contradiction to many authorities. We have hundreds of voluntary letters in our possession which we were prepared to introduce as evidence, as well as other evidence in support of our position, but on account of the technical plea did not do so.

We now see that we made a mistake.

Respectfully yours,
UNCLE SAM BREAKFAST FOOD COMPANY,
W. J. Broatsch, Treasurer and Manager.

This journal confesses itself a good deal puzzled at the Uncle Sam Co.'s defense. If the com-



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

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We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

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Which?



Which baking powder do you feature? Is it a perfectly healthful powder? Does it leaven perfectly? Does it pay a satisfactory profit?

If you are featuring Rumford Powders, you will answer all these questions by yes. If it is some other powder, you cannot possibly answer all of them that way, though you may some of them.

Rumford Powders are the pioneer phosphate baking powders. They are not chemical powders at all, but are composed of ingredients that the body needs in its food.

One of the best things about them is the profit they pay.



Rumford Chemical Works
PROVIDENCE, R. I.

pany can show that its breakfast food will exercise a curative influence on 95 per cent. of the people using it, why in Heaven's name did it plead guilty and thus admit that its product had no medicinal virtues whatever? The agent's answer is that the company was misled by the stupidity of its lawyer, but this isn't stupidity—it is insanity.

To Buy Five and Ten Cent Groceries.

Dalmatia, Pa., Aug. 29, 1911.

To the Editor.

Dear Sir:—Please give the names of some wholesale grocery houses that sell 5 and 10-cent groceries, as I hope to start a store at above town.

Yours respectfully,

J. G. BINGEMAN.

There is no line of groceries that jobbers sell distinctively as 5 and 10-cent groceries. If you want such a line you should simply select such package goods already on the market which can be profitably retailed at a dime or a nickel. These can be added to by having other packages packed for you of a size to allow the sale at the 5 and 10-cent price.

Name for a Coffee Substitute.

Swarthmore, Pa., Aug. 11, 1911.

To the Editor.

Dear Sir:—I would appreciate very much if you would advise me in the following pure food case:

I want to import a German coffee substitute, consisting merely of toasted figs ground and pressed in cubes, which is labeled in Germany as a Carlsbader Kaffeegeröurs, or Carlsbad coffee spice.

I want to know which one of the following names are legal and not violating either the United States pure food law or that of the State of Pennsylvania. The names I have in mind are the following:—

Carlsbad coffee spice, mocarom, figarom, fig coffee, troma, cafig, figo, figum, figus, gif, fig drink.

You would oblige me if you would advise me about the names or what to do.

PAUL GERSTLE.

This product cannot be sold under American food laws in any way which involves the use of the word "coffee," unless it be qualified by "imitation," or "coffee substitute," the word "substitute" being made a part of the name and appearing as large or larger than the word "coffee." All the names you suggest which contain the word coffee are in the writer's judgment illegal. Any of the others could be legally used.

THE STROLLER'S COLUMN



Who Was Right Here?

Here's a thing you fellows have got to settle. I've settled it, at least I've gave my opinion, as Bill Smith would say, but my opinion don't seem to be liked by the people most interested.

I want you to tell me I'm right. If you think I ain't right, don't say anything, but try to be polite, whatever you do.

When I got into a certain little farming town where I do business the other day I found all the business men there trying to drink each other's blood. Or maybe I ought to say that they were all after a drink of the blood of one lone general storekeeper that was standing up against 'em all.

It came about this way:—

For years they've been trying to put over an early-closing stunt in that place. It's a town of about 1,500 people, in the midst of big farming lands, and a good bit of the trade all of 'em get comes from the farmers. There's also a couple of good-sized factories there, and that helps some, too.

The reason they hadn't been able to put it over was because of one man who had been raised in the old school and thought the world would come to an end if he didn't keep his store open until half past nine. The rest of 'em wanted to close at seven, and they would have done it long ago if it hadn't been for him.

Finally he obliged 'em all by dying, and his estate sold his store. The new man's been in the place for about six months—he went in last spring. Nobody seemed to think anything of the early-closing scheme until just a little while ago, when one of 'em started it up again.

Of course the only hitch about it was the new fellow, as the rest of 'em had always been all right. So a committee of 'em went in to see him. He asked for a week to

make up his mind, and when the day came he asked 'em to drop in again.

"Gentlemen," he said, "I'm sorry, but I can't go along with you in this matter. I've thought it over very carefully, and talked to my clerks, and we all seem to think that it wouldn't be fair to our trade."

"We think we have a right to think of ourselves once in a while," said one of the committee.

"So do I," answered the general storekeeper, "and I'd be mighty glad to think of myself now, if I could, but I owe something to my customers, and I figure it would inconvenience them a great deal if I would close at 7 o'clock."

"You couldn't possibly lose any business by it, if we all closed at the same time," said another member.

"It ain't that I'm thinking of so much," he replied, "but it's like this. I sell a lot of stuff to the factory people, who like to come in here in the evenings. That's the only time they have. Take the farmers, too—a whole lot of them drive in in the evenings and they always stop here for something. If they all had to stop this, what would they do?"

"Let 'em do their buying in the day time," answered one of the committee. "The factory men's wives have all day, don't they?"

"Yes, but they like to come in with their husbands. Farmers' wives wouldn't drive in alone either—they all come in together. I'm real sorry about it—I've looked at the thing from all sides and can't see how I can work it."

"That means none of us can do it," said one of the committee, getting a little ugly.

"I suppose you'll feel that way about it," admitted the general storekeeper, "and that's why I'm the most sorry. Of course I'm

sorry for myself too, for I should like to stop work at seven instead of ten, I can assure you."

"Well, gentlemen, if that's Mr. Borton's final word, I guess we might as well go," said the chairman, and they filed out, mad's bugs.

And now they're all down on him to beat the band. He tells me some of 'em don't even speak to him. I sell goods to three or four of 'em and they've all got it in for him in the worst way. Call him a scalper and a butter-in and a lot of other things. None of 'em give him credit for thinking of his customers. "It's simply," one of 'em said to me, "that the old skinflint's so measly mean he's afraid he'll lose a cent!"

Now, who's right? I ain't made any bones about telling 'em I think he is. Once I got into a real peppery scrap over it with a grocer. He was a mean fellow, that grocer—wouldn't let me get a word in. But he ain't here now to shut me up, and I'll say it again, loud—I think the general store man's right!

What do you think?

THE STROLLER.

These trade-mark crisscross lines on every package
Cresco Grits and Barley
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CEREAL FOODS
FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES
Delicious foods for sick or well.
Unlike other goods. Ask Doctors. For book or sample, write
FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.

TELL YOUR CUSTOMERS THAT

RAE'S
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Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

THE GROCERY MARKETS

Tea.

There has been no change in the tea market during the week. The demand is very fair, and values are steady to firm and show no change. There have been heavy rejections of China teas on the Pacific Coast on account of the presence of artificial color, but this has had no effect on the market, as it was expected and discounted.

Coffee.

The market for Rio and Santos coffee options has taken on a boom during the week and has soared to a very high price. The option market is wholly speculative, however, and may or may not affect the actual coffee market. Up to the present writing it has not affected the price of actual Rio and Santos coffee to any material degree. Values in Brazil are practically the same as a week ago, and the demand is fair. Mild coffees are exceedingly dull and rule at unchanged prices. Java and Mocha are unchanged and dull.

Sugar.

Sugar is exceedingly strong and high. Raws are higher than at any time for years, having actually sold during the week at 5¼ cents. Bad crop conditions in Europe are the cause. Refined sugar has advanced to 6¼ cents for granulated, and at that price is extremely strong. Refiners are rigidly holding buyers down, and supplying only the sugar needed for actual wants. The consumptive demand is fair. Very likely the present stringency will continue until the middle of October at least, when a good part of the trade will begin to be supplied by beet sugar.

Syrup and Molasses.

Glucose shows no change and compound syrup is likewise unchanged and dull. But a small movement is reported in sugar syrup, which rules at unchanged prices. Molasses is dull at ruling prices.

Fish.

There has been no material change in mackerel during the past week. The market, generally speaking, is steady, with but

trifling changes in price. The demand is fair. Cod, hake and haddock are unchanged in price and quiet, though steady to firm. Domestic sardines are inclined to be weaker, and some holders have sold during the week at the same price delivered as has been ruling f. o. b. This is equivalent, in the case of Philadelphia, to a concession of 13½ cents. The demand is fair. Imported sardines are unchanged and dull. As reported elsewhere, prices on new Alaska salmon have opened during the week on a basis much higher than last year. The pack is short and the situation very strong. Not a packer on the coast has any surplus to sell.

Canned Goods.

Tomatoes are unchanged and in very light demand. The heavy rains should strengthen the market somewhat, as they have injured both the fruit which is ripe upon the vines, and the blossoms which if let alone, would have grown into fruit. If the rains end shortly, and the weather from then on is favorable, there may yet be a satisfactory pack. Corn shows no change from last report; demand light. Peas are still firm, high and quiet. No general price has yet been named on new New York State apples, but one or two packers are reported as willing to take orders at \$2.75 for gallons. This is not a particularly high or a particularly low price. The price for spot goods is about \$1 above that. California canned goods show no change and no activity. Small standard canned goods are unchanged and quiet.

Beans and Peas.

Domestic pea beans show a wide range of prices. The supply in Michigan is greater than the supply in New York, and therefore Michigan pea beans have been quoted to come forward as low as \$2.35 per bushel. New York beans perhaps average 10 cents more than that, and the spot price for both varieties is also somewhat higher. Domestic marrows are unchanged; demand fair. California limas still inclined to be weak; demand only fair. Green and Scotch peas

of new crop are now being arranged for, on a basis around \$3.

Dried Fruits.

Prunes are unchanged on the formerly reported high basis, and in very light demand. Peaches are high and sales for future delivery have been very light. The situation shows no change for the week. Future apricots are still very high, and have sold only in a very small way. Raisins are unchanged for the week, but the situation is strong. Currants fairly active and unchanged.

Butter.

There is a seasonable consumptive demand for everything in this line, and the market is steady and unchanged. The quality of the butter arriving is showing some improvement both in quality and quantity, but not sufficient to affect prices. Throughout the market is healthy and no radical change is expected in the immediate future.

Eggs.

The receipts of eggs are showing fine quality, owing to the better weather. The market is healthy at ruling prices, and the receipts are cleaning up daily for actual consumption. No material increase in receipts is likely in the near future and the market seems likely to remain about on the present basis for some little time.

Cheese.

The make of cheese is lighter than usual for the season, and the demand is good. In consequence stocks are reported lighter than a year ago, and prices have advanced about ¼ cent over last week. At the present time the quality of the cheese arriving is very fine, as the weather has been favorable for producing a high quality article.

Provisions.

The high price of skinback hams has curtailed the consumption to some extent, and the market has therefore declined ½ cent during the week. Other cuts are steady and unchanged and in seasonable demand. Pure and compound lard are firm at an advance of ¼ cent, owing to improved consumptive demand and

a reported shortage in hogs. Dried beef, canned meats and barrel pork are unchanged and in fair demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Prices on evaporated apples have eased up the past week owing to the increase in offerings. The qualities of the stock now being made are improving and are obtainable at 9 to 9½ cents f. o. b. shipping point in 50-pound boxes. Prime quality for October and later months is quotable at 9¼ to 9½ cents.

Chops are also easier, being obtainable at 2¾ to 2½ cents.

The lack of demand for green apples is increasing the output of dried stock, but it is too early to get much of a line on what the total output will be.

Raspberries are steady. Choice stock, in barrels, is quotable at 27 to 27½ cents f. o. b.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Scotch herring are arriving in fairly good volume; quality is very fine and demand continues very good.

Norway Herring.—The first offers of new herring are being cabled over now, but there seems to be very few large fish to be had. They are running very small this season.

Norway Stockfish.—All grades, round as well as split, have taken an upward turn. Some grades like Storsey and Ling fish are very scarce, practically unobtainable at the present moment. The quality of Italian round fish is said to be exceptionally fine this season.

French Oil Sardines.—Since last week the reports from France

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
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Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

are not any more encouraging than they were at that time. No catch whatever of fish suitable for the American trade, and here we are, the manufacturers loaded with lots of orders which they cannot fill and buyers here waiting for the goods, which are not coming. There is still a chance of the fishing improving, but a very slight one, and all we can do is hope for the best.

In Portugal they are catching just a few large fish, not suitable for American dingley ¼s. There is a scarcity of the best brands also in that size.

Sprats are getting in shorter supply every day and prices are hardening. The buyers who at first were reluctant to pay the advanced prices are now fully reconciled to the idea that they have to pay the higher prices, and before long it will be a question of getting the goods and not paying the price, because the new catch cannot be here before beginning of next year.

From Norway the reports are a little encouraging. They do not seem to have but a moderate catch and plenty of orders to fill, but they are obliged to pay higher prices for their supplies and sell their goods at ridiculous prices, owing to the enormous competition. The trade for Norway smoked sardines seems to be increasing daily in the United States.

STROHMEYER & ARPE CO.
New York.

Spices.

The market is exceedingly active, the demand being large for almost all articles in the list. Supplies continue very small and inasmuch as we are approaching the largest consuming season, all indications point to higher prices.

Pepper.—The market is steady and very firm. The supply en route to America is small. The market here is about on the par with European values. White peppers are in big demand and prices are slowly advancing.

Red Peppers.—Futures are reported firmer. Demand is on the increase.

Cloves.—Spot very scarce. Very little being held here. The crop estimates are really unreliable and present high prices are likely to rule for some time.

Pimento (Allspice).—Demand very fair. Prices are firmer and likely to advance.

Nutmegs in fair demand; nos firmer. The larger sizes are more plentiful and are selling well.

Mace very scarce indeed. Prices are likely to go higher for all grades.

Cassias.—Saigon is scarce; Batavia is now in better demand; China is unchanged and unlikely to advance.

Gingers in active demand at steady prices.

Tapiocas are very steady; unchanged in price.

Seeds, herbs, etc., generally firmer. Advances have occurred in Celery, Caraway and Poppy Seed. Seasonable demand is now on and higher prices are likely to occur.

Green Ginger Root.—Stock that is arriving is of fair quality and a ready sale is found for same.

MCCORMICK & CO., INC.
Baltimore, Md.

MARKET NOTES.

Peaches are aiming for lower prices. Michigan has sent her first car East and they averaged \$1.40 per bushel. The quality was fair. Nearby peaches are ranging from 75 cents to \$1.25 and may be cheaper. Both New York and Michigan have large peach crops and as soon as they begin to ship East the market will ease off.

Nearby Bartlett pears are coming forward at 75 cents to \$1 per basket, and are very plentiful. The demand is good. There are a good many California Bartletts about, ranging from 75 cents to \$1.50 per box.

Concord grapes average 60 cents per case, and Delawares 90 cents. The market is full of grapes and is easy.

Sweet potatoes about hold their own. Receipts are steady, the quality fair, price about like last week and the demand good.

White potatoes are slightly higher—the average is 70 cents per bushel, which is 10 cents higher than a week ago. The demand is good.

Lima beans have come a complete cropper since a few weeks. To-day's market is 30 to 40 cents per basket, and the demand is fair.

Colorado cantaloupes are coming better and the market ranges from \$2 to \$2.50 per crate. There are still a lot of Jersey cantaloupes about.

Pennsylvania News Items.

The Pennsylvania State Grange, in session at Williams Grove, Pa., on Wednesday last, adopted a resolution favoring parcels post.

Alaska Salmon Opens Highest on Record.

Packers All Report Short Pack and Prices Twenty-five Cents Higher than Last Year on Standard Red. Pinks Will be Relatively More Plentiful. Popular Price Salmon Disappears.

The long-deferred market for Alaska salmon, 1911 pack, opened last Monday, with the highest prices on record. All packers' is \$1.60 per dozen f. o. b. the coast. Last year the price was \$1.35. The opening prices for other grades are in proportion, all greatly above last year. A few packers are lower on pinks and the lower grades of reds, but all are alike on standard red.

The opening of such high prices has increased the strength of the salmon situation. All packers had booked orders subject to approval of price by the buyers. While the prices were higher than the buyers liked to pay, they have mostly confirmed their orders, having no alternative. Packers are refusing to take any more business at any price, and some of them, if not all, will undoubtedly make short deliveries. The Alaska Packers' Association, for instance, expects to make a 50 per cent. delivery of red and 50 to 75 per cent. of pink. Other packers say they may do a little better than that. Short pack is of course the reason. All packers agree that pink salmon will be more plentiful than red.

These prices on red Alaska salmon mean that popular-priced salmon is becoming a thing of the past. A price of \$1.60 on the coast means \$1.75 delivered in the East in a large way. The dealer who buys in small or even moderate quantities must pay much more than this. Possibly the average retailer will pay not far from \$2 per dozen, which will mean a retail price of 20 to 25 cents. That this will reduce consumption can hardly be doubted.

Illegal Southern Jobbers' Association Will Disband at Once.

News comes from Washington that the Southern Wholesale Grocers' Association will disband to avoid being crushed by the United States Government. Several months ago the Government started an action against the association on the ground that it was an illegal combination in re-

straint of trade. Two trunks full of conclusive documentary evidence proving long-continued violation of the anti-trust law which are now in possession of the Department of Justice explain why it is the association has agreed to go out of business and accept a consent decree to be entered shortly in the United States Court at Birmingham, Ala., where the Government's suit was filed.

THE NEW YORK LETTER

(Continued from page 14.)

Butter is selling slowly, but is steady in the high grades. The average quality of the receipts has not been high, most of the arrivals being in firsts and seconds. It is supposed that the rainfalls have assured a better fall production and so the buyers are conservative. The specials are quoted at 27 cents; extras at 26; firsts at 24 to 25; seconds at 22 to 23 cents. Process specials are bringing 23 cents.

There has been some decrease in the receipts of eggs and improvement in the demand for prime and fancy grades. There is a surplus of defective stock. Selected Western eggs bring 20½ cents and sometimes a little more; average prime regular pickings are quoted at 17 to 18 cents, and many lots of ordinary Western are selling at 15 to 16 cents. Fresh gathered extras bring 22 to 24 cents. Fancy grades of nearby eggs have a wide range, up to 31 cents.

FRED. A. MCGILL.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

- Washington, D. C., August 22, 1911.
- 1,001,044. Food compound. J. H. Kellogg, Battle Creek, Mich. (four patents).
- 1,001,128. Oyster shipping pail. F. M. Elledge, St. Louis, Mo.
- 1,001,314. Egg separator. N. Shuey, Wellsbury, W. Va.
- 1,001,496. Reversible coffee pot. F. Zimmerman, Kansas City, Mo.

Dr. Wiley's Friends Gain Control of Association of Food Commissioners.

The election of the Wiley ticket at the convention of the State and National Food and Dairy Departments in Duluth, Minn., last week widened the split between the opposing factions. Following are the officers elected: President, Lucius P. Brown, Tennessee; first vice-president, H. E. Barnard, Indiana; second

vice-president, C. H. Billingley, Alabama; third vice-president, Joel G. Winkjer, Minnesota; treasurer, James Foust, Pennsylvania; executive committee, Dr. C. E. Woods, Maine; Professor Edwin De Barr, Oklahoma; J. H. Wallis, Idaho. Seattle, Wash., was chosen as next year's convention city, getting 49 votes, while Cedar Point, Ohio, got 40 and Duluth 6.

Sugar Trust Denies Owning Union Pacific Tea Co.

Henry C. Mott, of New York, one of the directors of the American Sugar refining Co., has written a letter to Thomas W. Hardwick, chairman of the Congressional Sugar Investigating Committee, asking that the following letter be placed in the record of the proceedings before the committee:—

The American Sugar Refining Co. does not own any stock in the Union Pacific Tea Co. On May 29, 1903, it purchased 750 shares of the stock of the Ragus Tea and Coffee Co., which was either a subsidiary or affiliated corporation of the Union Pacific Tea Co.

This stock the American Sugar Refining Co. held until October 1, 1908, when it sold out its entire interest in the Ragus Tea and Coffee Co.

Since that date the American Sugar Refining Co. has not owned and does not now own, directly or indirectly, any stock whatever in the Ragus Tea and Coffee Co., or in the Union Pacific Tea Co., or in any of its affiliated concerns, or in any other tea or coffee concern.

At the hearing in Washington certain evidence was that the Trust had controlled the stock of the Union Pacific Co.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

PROBABLE, PLEASANT AND UNPLEASANT THINGS THAT THE GROCERY SALESMAN IS UP AGAINST DAILY.

"What Have You For Cocoa."—"Well we have cocoa in half-pound tins at 18, 22 and 25 cents. The imported sells at 35 and 45 cents."

"Why should there be so much difference in the price of the American cocoa as you call it?"

"Because some cocoas are not produced from the highest quality of raw material. Then again, under the pure food law sugar may be added, but in such cases the manufacturer must invariably so state the formula on the label or omit the words 'Pure Cocoa.'"

"Kindly Tell Me About Rice."—"Well, madam, the best rice is grown in South Carolina and Louisiana, and some very few grades come to us from Texas and Arkansas."

"I have been reading something about coating."

"Yes, rice is usually coated with glucose and talc. This gives it a better appearance just as a

toilet water, for instance, is colored, to put emphasis as it were, on the perfume it represents.

"It is claimed by manufacturers that this coating has a polishing effect and that it helps to preserve the rice and keeps it from getting dusty."

"However, the coating is light and of course is removed when washed previous to boiling."

"Here is a very good Japan rice—that is the flavor is good, but the kernel small—that we are offering at four pounds for 25 cents!"

"Please Show Me Your Different Kinds of Condensed Milk.—That you say is 10 cents and this is 12 cents, yet the cans seem the same size. Is one purer than the other?"

"Not necessarily purer; as I understand it, the cheaper grade of milk is prepared from partially skimmed fresh milk and I read in one of our trade papers a little while ago that milk can be part skimmed and still conform to the food law of nearly every State."

"I am not fully posted on the cheaper grade, but I do know

that this best milk contains 4 per cent. cream and I am certain that it will be more satisfactory for you in the end."

"Why then do you advertise the cheaper kind?"

"To bring people, of course. Two cents a can is quite an item with working people that use condensed milk daily and it is only customers like you who want 'the best' and want to know about these things and go into the details."

Do Your Best.—That's the sum and substance of service. That's the whole thing in life.

When you can put on your hat and coat and walk out the door knowing—actually knowing that you have done your best your sleep to-night will be wholesome and your prospects good for tomorrow.

Keep this up. It's mortal man's biggest ideal.

What difference does it make if somebody made a better record than you did?

You did your best and you're glad of it.

Your best to-morrow may make to-day look pale.

And it may not.

But whatever comes or goes, whoever makes the big sales and the little sales, whichever clerk springs the brightest ideas or makes the most effective display, you—you in your heart feel that you have put your best thought and your best energy into the work of to-day and that makes you a man among men.



Make us headquarters for Syrups. We carry a large assortment and you are sure to be pleased with the prices charged and the treatment you receive.



SYRUPS—Our brands are well known, quality guaranteed in every way. Can give winter boiling (thin body) if desired. *Royal Table Syrup, Gilt Edge Syrup, King B Syrup, White Clover Syrup, No. 222 Syrup, No. 208 Syrup, Challenge Table Syrup, Extra Amber Syrup, Crescent Syrup, Cruiser Syrup, No. 109 Syrup.* Also a full line of Sugar Syrups and New Orleans Molasses.

FRUIT JARS—Look up your stock, there is always a demand for Jars during September. We quote Ball Bros. Pints, per gross, \$4.60; Quarts, per gross, \$4.85; Half-gallons, per gross, \$7.50. We also carry in stock the Economy Jars, an extra-quality flint jar, wide mouth, self-sealing, requiring no rubber ring, Pints, per gross, \$8.85; Quarts, per gross, \$10.30; Half-gallons, per gross, \$13.20. We carry in stock extra jar caps, rubber rings, etc.

GOLDEN WAX BEANS—We have a special bargain in a lot of extra Standard Golden Wax Beans; they were grown and packed in New York State by one of the leading packers of high-grade goods. The beans are small and tender and cut. Price, per doz., \$1.10.

VINEGAR—This is the best season of the year to sell Vinegar. We guarantee ours to comply with the Pure Food Laws of the States of Pennsylvania and New Jersey. Rambo Brand highest quality pure cider vinegar, per gal., 14c; Pure Cider Vinegar, New Jersey Standard, per gal., 14½c; Fermented Syrup Vinegar at 8½c; White Distilled Vinegar, per gal., 8c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Organization.

"The Smart Men of the World are those who Get Other Men to do Their Work."—Elbert Hubbard.

That is Organization in a nutshell; and were it not necessary to give detailed examples of how not to do it there would be no more to say. But not only is there need for this, but unfortunately the examples are all around us in the shape of grocers who "cannot get efficient help" because they are not organizers; which means that they are not managers, nor teachers. There are many thousands of men who can and do make a fair success of the retail business so long as it is small and they can handle all the details themselves, who fall down miserably when their business grows beyond the capacity of their own two hands.

I remember that I used to personally check over practically every order, and with my own hands pass out the crates for each load which left my store. That I did because I felt it "impossible to get trustworthy, reliable help." Later on, however, I traveled about a good deal and saw how the Slacks, Jevnes, Ackers and Newberrys did these things; and I realized that not only did these men delegate to others every routine task about their business, but that in no other way could their vast enterprises be carried on at all; and I went home and followed their example. I started in to definitely organize my little business. I reserved to myself such work as I could not expect to delegate to others, such as the buying, computing margins and fixing prices, advertising, planning general sales, directing displays, etc., but every other item of that business was so arranged for that I could actually leave my

store at any time and the business would go on practically as if I were there.

Like many other seemingly great difficulties this one can be overcome with comparative ease once you go about it *with a plan*. Having resolved to organize my business, I planned out the routine work of every man, boy and girl about the store, reducing the entire scheme to writing. The next day I assigned to each one his or her tasks, with the indication of how and when each was to be done, with the admonition that I should hold each one responsible for his special work. This was not the end of it—in fact, it has not ended yet, nor ever will end. It was simply the beginning; but it has worked out so astonishingly well that, as stated, worry about the routine work of the store is a thing of the past with me.

My next step was a line of special training of each helper. I tried them all out with special tasks, and as soon as one thing was accomplished I loaded on another. Many times a boy will come to me asking how he is to do a certain thing. I may tell him—once; but fully as often I tell him to go ahead and do it the best way he can think of, indicating that if he does it fairly well he will have gained much more than if I told him how; and if he fails to do it well, my correction will be much more effective than if he had not tried. I stimulate his interest through his pride by telling him that this business is ever developing new ideas—that nothing is finished and settled about it—and that we often get our very best ideas from those who *try*, as I now want him to try.

In this way I have developed a reliable order checker. I simply

shoved the work on him seemingly just a little faster than he could struggle under it, and to-day he is so reliable that seldom, indeed, is there any error; probably not more often do things go wrong than they would go if I were doing it all myself. Meantime, what a joy to be rid of that thankless, treadmill task—which yet is a source of daily pride and satisfaction to him!

In the same way I trained a window dresser. Reserving this work to myself for a while, I got the boys to fetch me whatever goods I was going to put into the display; and if you have ever noticed, this is a job which will always make your boys look on with great interest. Then I began to throw out hints that tonight I was a little puzzled to know what to put in; and soon I had a suggestion from one whom you would never have picked out for such work. "Why not put in that line of Campbell's Soups," was the question. "Do you think they would make a good display?" I asked. "Sure they would; they are so bright, and there is such a nice line that we can fill the window right up with them; then they can be put right on the shelves afterwards." "All right," I said, "go to work and fix the window." He hesitated a little, but I told him to fix it to suit himself and I might make some little corrections if needful. So he did; and he has done most of it ever since—and learned something from each dressing.

There is nothing more encouraging, pleasing or interesting than this work of organizing your business. It does away with the usual attitude of "don't do that," so common in many grocery stores, an attitude which discourages ideas and original work and substitutes the plan of leadership on the part of the boss. The owner becomes a teacher; and "the teacher learns." Moreover, the simple fact that each has definite work laid out for him does away with a lot of aimless "looking around" for tasks the relative importance of which the young are not capable of judging but need help to learn to discriminate. The wholesome discipline aids in the formation of habits of observation, so that very soon the veriest tyro about the store has ideas of his own whereby he regu-

lates his work so that it counts; and you gain thereby. This all leads to the elimination of idle moments, and we thus get much better returns on our investment in help.



Mr. J. Charles Lawrence, which is the Sunday name of Charlie Lawrence, sugar broker, rounded out fifty years of active service as a sugar syrup and molasses broker last Tuesday, August 29th. He has spent all that time in Philadelphia, having started in in August, 1861, aged 14. He has served time (this is perhaps an unfortunate phrase, but read on) with John Culin, J. K. Huston & Co. and J. C. Lawrence & Co., and bids fair at 64 to begin another half century of active work.

Jacob B. Derby, well-known among the local wholesale and shipping trade, died at his home in Wayne last Sunday, aged 58. He had been soliciting freight agent for the Philadelphia and Gulf Steamship Co. for many years. All the trade knew him, liked and respected him, and will feel his loss considerably more than they feel the loss of the average man with whom they come into casual contact.

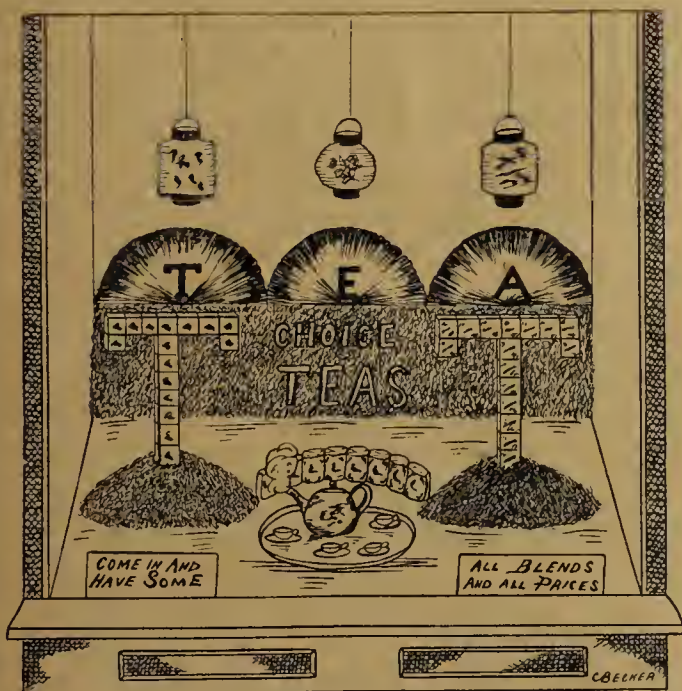
The "United Grocery Stores Corporation" is a new chain-store concern just born in Camden. Its announced intention is to open grocery stores in Camden, Philadelphia, Baltimore, Washington, Richmond and Norfolk. Nobody seems to know much about it. The president is H. G. Hallinger, Sixth and Market streets, Camden, N. J.

William Smedley, who for the last two years was secretary of the Acme Tea Co. and before that secretary of the Philadelphia Retail Grocers' Association and the Girard Grocery Co., has accepted the general managership of the Vacuum Cleaner Manufacturing Co., a large corporation selling over the entire country, with headquarters in Philadelphia. He is already filling the position.



Tea Display.

Tea, this much used article, is always at hand to make a nice window display. The grocer sometimes wonders what to use for an attractive window display and very often this staple article comes to the rescue. A small cup of choice, hot tea will be relished by all your customers and the best way to advertise it is by giving a sample. To arrange, first cover the bottom of the window with a plain yellow paper. On each side of the window place a neat sign card, like in cut. In the centre place a lacquer tray with a Japanese teapot on it and some cups

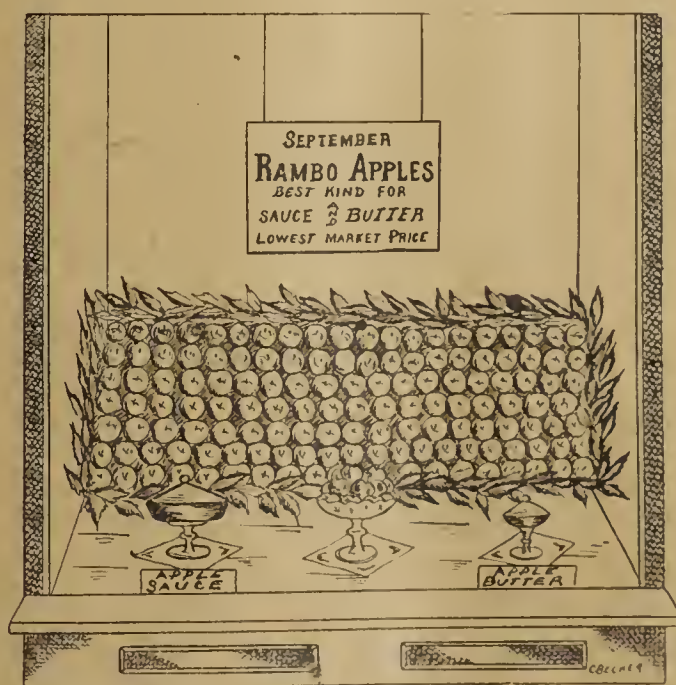


and saucers. Place a little cotton, pulled out very thin, in the spout, to imitate steam. At each side of this, a little towards the rear, place two small boxes, which answer for a foundation for the letter T. Use tea at up in one-half or one pound square pasteboard boxes, as they are more firm when placed together. You can make the letters large or small, just as you wish, but they must be uniform. The cut shows the right in the centre. To arrange, first place seven boxes one on the other. Use a few pins through the corners—this will hold them firm. Now the cross piece. Get a thin, flat board on which seven boxes will fit. First fasten the two end ones on. They are held in place up against the board by strong pins forced through the board and the corners of the box slanting—this holds them firm. When they are fastened, place the board on the column of boxes. Use a few pins here through the board into the top box. Then fill the board with boxes, thus forming the letter T. Around the base pile loose tea, like in illustration. From each mound place extra fine package tea in a

semicircle. At the rear of the window make a slant of boards and cover this with loose black tea. The words, "Choice Teas," are made on it with loaf or domino sugar. At the top of the slant make three fans with the yellow crepe paper and place a large black letter on each. The letters are cut from black paper and held in position with a few drops of glue. Above them suspend three Japanese lanterns, thus making it very attractive by night as well.

Rambo Apple Display.

To the merchant who handles apples, this display of September Rambos will bring him plenty of customers. The arrangement is neat and simple. First cover the bottom of the window with green crepe paper—a light shade looks best. Along the front stand two covered glass dishes and a fruit dish. Fill this with apples and get one of your customers to make some sauce and apple butter. Give her the apples to make it sufficient so she will have some of it for her trouble, you asking only for a dish of each to display. Place a neat sign card in front of each dish. At the rear build a slant of boards, cover this also



with the green paper and at the bottom nail a strip of wood, which will prevent the apples from rolling. Fill the slant with choice apples, stems out, and garnish all around the edges with colored leaves, real or artificial, whichever you can get. Suspend a large, neat sign card with lettering like in cut and the window is complete.

This idea can, of course, be used for any other variety of apple.

Preservatives Now Forbidden in North Dakota.

Food Commissioner E. F. Ladd, of North Dakota, who has allowed the sale of goods containing benzoate of soda, has now de-

cided to stop it, and has issued the following notice:—

You are hereby warned that further notices will be considered unnecessary from this department; and manufacturers, wholesalers and

jobbers, who ship into the State, goods containing benzoate of soda or other chemical preservatives, including saccharin and alum compounds, will be treated as intentional violators of the law.

Retail dealers of the State are

herby warned that if they receive and sell such goods, they too, must expect from this date prosecutions under the provisions of the statute that prevents the sale of products containing benzoate of soda or other preservatives.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Specialty salesman calling on the grocery, drug and confectionery trade, both retail and wholesale, in Philadelphia and near-by territory, would like to get in touch with a good line for the above stated trade. M. J. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Salesman to call on wholesale grocery trade in Philadelphia to sell canned goods for Philadelphia commission house. Must have experience. Quote reference and salary expected. R. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 11

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 11

FOR SALE.

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—Stock and fixtures of a good corner grocery and provision store, doing a good business. Will sell to a quick buyer for \$800. Property can be bought for \$4,200. Six rooms and all conveniences. D. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Apples. Summer Rambos and other varieties. Hand picked. \$1.75 bbl. Send in your orders. W. B. Zullinger, Mt. Holly Springs, Pa. 11

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second St., Philadelphia, Pa. 11

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixteenth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—An old established grocery, meat and provision store, with carefully selected fresh stock, fixtures, and thirty running feet of Walker Pivoted Bins, two tiers high; electric coffee mill grinder and pulverizer; rotary dried beef cutter; electric hamburger machine; large meat box, holding one ton of ice; fresh fish box; butter box. Caters to the best people in a suburban town about seventeen miles from Philadelphia. Rent, \$30 per month. Large store and cellar. Including four horses, four wagons, three large sleighs, all in first-class order. Owner wishing to travel. Price for the entire business, \$3,800. Will pay to investigate. L. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—Grocery store attached to modern ten-room house, also stable. Real estate will be sold for \$10,000, stock at inventory. Located seventeen miles from Philadelphia on the P. & R. R., population 600 and good surrounding country. Owner for thirty years desires to retire. S. H. W., "Grocery World and General Merchant," 727 Arch St., Philadelphia, Pa. 11

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—Corner grocery and provision store. Would do good with fresh meats. Will accept \$1,100, if sold at once. Property containing six rooms and conveniences, can be bought for \$5,100. Northwest section. S. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. WARNER & CO., 927 Arch Street, Philadelphia, Pa. Phones: Bell, Filbert 3286. Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen

per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying, established business investigate this one before looking further. About \$3,000 required; part cash and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty four years' occupancy has proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand

any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good and the fullest investigation counted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

MANY GROCERS

Find it pays them to read the

"good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each
40 4-in. Pots and Saucers @ 1.50	\$.60	sell @ \$.63
50 5-in. " " 2.50	1.25	" .05
70 6-in. " " 3.50	2.45	" .06
50 7-in. " " 5.00	2.50	" .08
40 8-in. " " 7.00	2.80	" .10
	\$9.60	

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

THE FLAVOR DE LUXE

MAPLEINE

Original and Distinctive

Flavors cakes, candies, icings, puddings, ice cream, etc., and makes a table syrup better than maple at a cost of 50c. per gallon.

SELLS ON MERIT
BACKED UP BY ADVERTISING

See Price-list

Order a supply from your jobber, or

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105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.



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Mighty Little Bad Food in Pennsylvania To-day

Extracts from Dairy and Food Commissioner's Report Show Hundreds of Samples Analyzed With Not One Case of Adulteration. Lard Shows Highest Percentage of Fraud, i. e., Twenty-five Per Cent. Soft Drinks Also Show Badly.

The Dairy and Food Commissioner of Pennsylvania has sent this journal a copy of his preliminary report for the current year, in which appears some interesting summaries of the number of samples collected during the year and the percentage found adulterated.

The following figures are taken from the report:—

Sixteen samples of condensed milk were analyzed, and all but one were up to standard.

Eleven samples of cheese were analyzed, and all found good.

Nine hundred and thirty-eight samples of butter were analyzed, of which thirteen were condemned.

One sample of renovated butter was analyzed, and found all right.

Two hundred and eighty-three samples of oleomargarine were analyzed, thirty being condemned because sold for butter.

One hundred and fifty-eight prosecutions were brought for selling artificially colored oleo.

Two hundred and fifty-seven samples of meats and fish, canned and fresh, including sausages, were analyzed, all being found good except the sausage. Seventeen samples of sausage and three of minced ham were found bad.

Twenty samples of lard were analyzed, five being found bad.

Two hundred and fifteen samples of canned fruits and vegetables and seven of canned soups were examined, all being found good.

One hundred and twenty-nine samples of catsups, chow-chow, oils and salad dressings were examined, and nineteen found bad.

Seventy-four fruit butters, jams, jellies and preserves were examined, without finding one bad.

Five samples of fruit juices were analyzed, three of which were bad.

Twenty-five samples of vinegar were analyzed, six being bad.

One hundred and twenty-two samples of biscuit, cakes, pies and

puddings were examined, fifteen samples of cake being found bad.

Twenty samples of corn starch, buckwheat, baking soda and baking powder were examined, none being found adulterated.

Three hundred and thirty-six samples of candy were examined, but five being found bad.

Forty samples of flavoring extracts were examined, only three of which were illegal.

Two hundred and seventy-eight soft drinks were examined, sixty-eight of which were found bad.

Twenty-eight samples of maple syrup were examined, with but one case of adulteration.

Further Expression of Government's Intention to Destroy All Combinations Which Restrain Competition.

Asks Western Court to Enjoin Organized Lumber Interests for Tying Up Trade Among Themselves. Made Manufacturers Sell Only to Members of Retail Association Under Heavy Penalty. If They Refused, Retail Associations All Over the Country Had Revenge.

The attack which the United States Government is making on the organized lumber interests has been discussed from time to time in these columns, for the reason that the practices for which the lumber associations are being attacked have some slight counterpart, at least, in practices which have been used in some retail and wholesale associations of the grocery trade.

During the week the Government filed a bill in the United States Court at Detroit, Mich., asking an injunction against the Michigan Retail Lumber Dealers' Association, the Scout Publishing Co. and the Lumber Secretaries' Bureau of Information of Chicago.

These interests are charged with tying the trade up among themselves so that competition was fettered and a virtual monopoly created. The following de-

scription of their methods will be of interest:—

It is alleged that members of the retailers' association endeavor to prohibit manufacturers or jobbers from shipping to other retailers who were non-members of the organization. A manufacturer shipping to such retailers is subject to a fine of 10 per cent. of the value of the sale, it is charged, and if the manufacturer refuses to pay the penalty the organized retailers are informed of it. In case any association member continues dealing with the manufacturer, following notification that he has refused to pay his penalty, the member is subject to expulsion from the body.

When a manufacturer or jobber failed to abide by the rules of the defendant organization, it is alleged that the secretary of the association would complain to the Lumber Secretaries' Bureau of Information, and the latter would in turn give notice to the several lumber dealers' associations throughout the United States, all of which the Government holds to be in restraint of trade.

The "Scout" is a lumber trade paper which, the Government claims, helped the plan along by editorials and news publications.

Peaches are not particularly easier than a week ago, though the receipts have increased. The rains have rotted the fruit, however, and a large part of the receipts are small and poor. Ohio peaches range from \$1.50 to \$1.80 per bushel, and West Virginia and western Pennsylvania peaches range from \$1.50 to \$2 per case. The demand for peaches is fair.

The United Stores Association's Latest Plan is Alliance With Farmers.

Committee of Pennsylvania State Grange Go to New York to Arrange Plan by Which U. S. A. Will Distribute Their Produce Direct to Consumers. Another Attack on the Middleman. Farmers Will be Asked to Take Financial Interest in U. S. A.

Readers hereof are familiar with the scheme of the United Stores' Association of New York, which opened up offices at 1261 Broadway, New York City, several months ago to exploit a plan for various co-operative enterprises. In substance the association was

to select one dealer in each line in a district, and work various plans to send the consumers of that district to him. It was also to do co-operative buying for the merchants who joined it. Up to the present time the organization has made but little headway, and there have been various ructions in it which have resulted in the resignation of several of its officers.

The association is now said to have effected some sort of arrangement with the grangers, especially those of Pennsylvania, by which the New York enterprise will act as a clearing house for the products of the farmers. These will be shipped to New York City and distributed to consumers direct. A committee of the Pennsylvania Grange went to New York during the week, met Mayor Gaynor, and were warmly heralded as forerunners of that millennial condition when there shall be no more middlemen. It is understood that most of the goods to be sent will consist of fruits, produce, butter and eggs, and the farmers went so far as to inspect several warehouses.

In introducing the grangers to Mayor Gaynor, the representative of the United Stores' Association said that potatoes, which cost the consumers of Greater New York last year over \$60,000,000, netted the farmers who grew them less than \$8,500,000; cabbages which cost them \$9,125,000 netted the growers only \$1,800,000; milk which cost nearly \$49,000,000 netted \$23,000,000; the eggs which cost them \$29,000,000 netted \$17,250,000, and the onions costing \$8,212,000 netted the farmers only \$821,000.

This journal is informed that before the plan will be put into effect the grangers are all to be asked to buy stock in the United Stores' Association or contribute to its capital enough to float this plan. Whether this will make it more or less likely to succeed, those who know farmers well can answer best.

ELTON J. BUCKLEY

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**Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice**

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA



Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

With Only **The McCASKEY SYSTEM** The End of
One Writing Drudgery

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant—and in the same handwriting. The two are made at the same time, *WITH ONE WRITING*.

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless bookkeeping.

¶ The McCaskey System pleases profitable customers because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

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ALLIANCE, OHIO

Agencies in all Principle Cities

Manufacturers of the famous McCaskey SURETY Non-Smut Duplicating and Tripling Salespad and single carbon pads in all varieties

See our exhibit in Building No. 3 at the Interstate Fair, Trenton, N. J., September 25th, 26th, 27th, 28th and 29th. A souvenir to each visitor.

The New York Letter

Mystery as to What Cereal Company Cancelled Its Quantity Price. National Retail Secretary Green Asks Other Trade Representatives to Confer With Him on Trade Problems. Various Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, August 7, 1911.

Your correspondent has called on the local representatives of a half dozen of the well known cereal companies and asked them about the report circulated on Monday to the effect that the quantity price had been cancelled by one of the largest companies. Each man said that his company had not done anything of the kind and each had a suspicion that possibly "so-and-so" may be the company that did it.

Usually the men in the trade here get pretty prompt information as to any change of this kind, but they seemed to be in the dark this time.

Apparently the action of a single company, assuming the report to be true, does not indicate any general movement on the part of companies that have quantity prices. Representatives of several of the companies which have the plan in vogue said that there has been no trouble about it and they are confident that their companies will continue it.

The reasons given in the report for the abandonment of quantity prices are fairly familiar. It is said that the company which now gives up the plan has been granting a differential of $2\frac{1}{2}$ per cent. for orders of 100 cases and over, the discount being 10 and $2\frac{1}{2}$.

Because of the differential there has been overbuying, it is said, with deterioration of the product and heavy returns, which were allowed as the product is perishable. So it was concluded that a flat price will result in the dealers taking just about the quantity of supplies that they will sell. Thus the product will reach the public in the best condition and the annoyance of the heavy returns from the retailers will be greatly lessened.

These have been the standard arguments against quantity prices. The success of one of the cereal companies is often ascribed in part to its policy in keeping away

from quantity prices and in never overloading the retailers.

Yet it might be supposed that several of the other companies would be affected by the troubles mentioned, but their representatives smiled at the idea. They said that the quantity price works out to general satisfaction, as far as they know, in the business of their own companies.

One distinction is noted by jobbers. It is that a manufacturer of perishable specialties who sells directly to retailers may be bothered more by returns than those who sell mostly through the jobbing trade, as the jobbers provide a more even distribution, according as the goods are required, they claim.

Speculation in flour is said to be eliminated this year, although it usually gets active about this time, after the rush of new wheat to market. The reason for the absence of the speculative spirit is said to be that the speculators, as well as the trade generally, which bought early last year, were nipped by the ensuing declines in prices.

So this year the dealers are buying most cautiously for actual requirements. Those among them—and there are said to be many—who have an inclination to take an occasional chance by buying heavily in the expectation of an advance, are sticking to straight business; and out-and-out speculators are apparently taking no interest at all in this market.

Any grocers who think that their rental is pretty high may take comfort from the figures given out as to the rental to be paid by a drug company for a new store near Herald Square. The amount is \$110,000 a year and the drug company has taken a lease at this figure for 21 years.

The location is a retail shop-ping as well as newspaper and theatrical centre.

It is given out that in pursuance of plans made at the last convention of the National Association of Retail Grocers, Secretary Green has sent letters to the officers of the associations of manufacturers and jobbers inviting them to co-operate in holding a conference at which food questions will be considered, especially the question of reducing the cost of food distribution, and thus reducing the cost of living.

There is a prospect of an early preliminary conference of representatives of the retailers' association with officers of the American Specialists' Association and the National Wholesale Grocers' Association.

As a result of recent activity on the part of New Jersey officials 600 cans of frozen eggs were seized at Jersey City and are now at Trenton, where they are undergoing examination by experts in the employ of the State Board of Health. All of the eggs that are deemed unfit for use in food will be destroyed.

A petition in bankruptcy was filed several days ago against the Dutchess Cider and Vinegar Co., of Verbank. The assets consist of a mill valued at \$15,000 and mortgaged for \$4,000.

A call has been issued for the first meeting of the new Pure Food and Drugs Department of the National Civic Federation. The meeting is to be held here September 27th in the rooms of the Board of Trade and Transportation. Associations of grocers, druggists, medical men, farmers and others are invited to participate. The call was issued by Ex-Mayor Seth Low, the president of the Federation.

The fifth annual golf tournament of the wholesale grocers, brokers and allied trades is to be held September 14th at the Wykagyl Club, New Rochelle, N. Y. There is much interest in this annual event in the wholesale district of the West Side.

Several of the department stores have been advertising pure food exhibitions in their grocery departments, with special sales, etc. These stores have been making this an annual feature about this time of year. The de-

partments are especially decorated for the event and there are demonstrations of various products and other features.

J. E. Bowman, a member of a wholesale grocery company at Newburgh, N. Y., committed suicide yesterday by hanging himself in a room in the Grand Union Hotel in this city. He was a member of the Leonard-Bowman Co., recently incorporated with an authorized capital stock of \$100,000. He had been a salesman for Doyle & Leonard, wholesale grocers of Newburgh, and it had been arranged that the interests of this firm should be taken over by the new corporation. No motive for the suicide is known to his business associates.

SUMMARIZED MARKET CONDITIONS.

Roasters continue to buy coffee from hand to mouth. They apparently are not willing to tie up capital by any lively buying at present high prices and also they probably feel that there would be, in that case, risk of a reaction if the bull campaign should cease for any reason. The stocks of the roasters are said to be light, but for the reasons given the stocks are likely to continue light for some time. The jobbers are getting full prices on all sales. Mild grades are fairly firm, but there have been concessions here and there and this has stimulated buying to some extent.

Sugar has continued its upward movement. Because of the advances in European beets, the refiners this week again marked up their quotations. The American asks 6.40 less 2 per cent. for standard granulated. The Federal advanced to 6.60 after taking a limited amount of business at 6.50 cents. Arbuckles are firm at 6.50 cents. Howell & Warner withdrew temporarily from the market.

Holders of teas find a fair demand when prices are not held too high. There is uncertainty still over the color question; this has been increased by the action of the Federal authorities on the coast. Some of the brokers are now suggesting that even in the black teas a close examination of the teas and rigid interpretation of the laws might lead to the conclusion that there is some color-

ing material, as a little talc may be found. It is said that some of the Japans held up at San Francisco will be expressed here for careful re-examination by the authorities in this city.

The rice market is quiet and distributors are buying only for requirements.

There is a lull in the sales of canned vegetables. Jobbers are apparently content to await developments before adding to their earlier purchases of this year's pack. Some of them think that after the packers have made their deliveries on the business now booked there will be pretty heavy supplies left on hand which may then be obtained, possibly, at prices lower than those now ruling. The representatives of the packers say that the market will continue firm and may even advance; so they are not trying to push business. There is some discussion as to whether or not tomatoes were really injured to the extent that was claimed in the recent rains. Favorable reports as to the size of the corn crop lead some of the buyers to wait for lower prices before placing additional orders. There is little doing in peas. The few offerings are above the views of buyers as to prices. State string beans are quiet and firm, but buyers look for a decline in prices because of the reports of a big crop.

The spot market for California fruits is quiet and firm, buyers taking only what is actually needed pending deliveries on new contracts. There is little demand at present for Southern fruit but prices are firm.

There is little doing in dried fruits. The spot demand is quiet, as usual at this season, but the limited supplies keep prices steady. Buyers are not placing new orders for futures, either, as they think that there is nothing to be lost by waiting. Prunes are somewhat irregular in prices. Peaches are dull and also apricots. There is an easy feeling in seeded raisins. Currants are strong because of reports from Greece that the crop is late.

Flour is quiet and firm. Because of the advance in wheat buyers are compelled to pay higher prices than those of a week ago. Spring wheat patents range from \$5.25 to \$5.50, according to the brand and the circumstances of the sale.

Moderate activity is noted in the butter market. The top grades are slightly firmer. Specials are quoted at 27 to 27½ cents. The receipts include liberal quantities of butter selling at 23½ to 25 cents, with lower grades offering at 22 to 23 cents.

Arrivals of eggs are moderate and there are only limited supplies of the strictly high grades. The market is stronger in tone as a result than it was a short time back. The bulk of the stock that is arriving now brings from 17 to 20 cents. Some of the finest of the Western eggs bring as much as 22 cents. Fresh-gathered extras are quoted at 24 to 26 cents; and fancy grades of nearby white eggs find a market at prices ranging from 26 to 34 cents.

FRED. A. MCGILL.

AMONG THE TRADE.

Two men well known in local wholesale grocery circles died during the week. J. W. Laughlin, who was in the jobbing business for many years as J. W. Laughlin & Co., died at his home, 3406 Baring street. He retired from the wholesale business several years ago and has since been in the insurance business. John Price, well known as a jobber, also died after a long illness from malignant growth on the brain. He retired from the active conduct of his business several months ago.

Nearby Jersey Bartlett pears average \$1 per basket. California pears are freely offered at \$1 to \$1.50 per box, which is hardly half the usual price. The interests handling them are making heavy losses this year. The freight on a box of California pears is 80 to 85 cents.

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

Look at This Trade Mark



It means the broadest guarantee that has ever been given with **GLOSS STARCHES**—the guarantee to give you and your customer the money back if not satisfied with our goods.

We can do this because our manufacturing methods are wholly different from other factories. Other factories take Pearl Starch, which is the starch just as it comes from the corn, after being dried, and make gloss starch of it without further refining.

We pulverize the pearl and work it just as if we were making corn starch, so as to remove the gluten that makes other starches stick to the iron.

Five minutes' use will show that **Garantee Gloss Starch** is by far the smoothest and the best. Will you send the leading independent starch factory a trial order?

AMERICAN STARCH CO., LITITZ, PA.

HENRY PARR, Sales Manager

There's a Cozy Brightness

about the grocery window or store that's decorated with bright red and green Fels-Naptha cartons.

You can always easily save them when emptied; they're quite convenient and valuable for any kind of store display work.



WITH THE EDITOR

There are a few men in the world who were created without hearts or human sympathy, who have no tolerance for any mistakes except their own, who recognize no possibility of repentance or reform, and who regard a man who has made one mistake as an out-cast forever—toward whom there is a duty to hunt him down, wherever he may be endeavoring to expiate his offense, and expose him before the world. Such a man is William F. Delmage, a retail meat dealer of New York City. Read the following extract from last Sunday's Philadelphia papers:—

**Delmage,
a Vampire.**

New York, Sept. 1.—When Police Magistrate Butts to-day learned that Jacob F. Heitz had expiated an old sin by four years of upright living he turned on Heitz's former employer, whom he had robbed four years ago, and declared him guilty of disorderly conduct because the employer had followed Heitz and had him discharged from two situations.

"I heard he was working and deemed it my duty to tell on him," said William F. Delmage, the employer who was robbed.

This did not appeal to the Magistrate, who told Delmage to stop "hounding" Heitz and held him under a \$1,000 bond for six months to carry out the order.

Heitz pleaded guilty when arrested four years ago for stealing \$5 worth of meat, and his sentence was suspended.

Five years ago Heitz stole \$5 worth of meat from Delmage. Very likely he needed it, and while that would not excuse the theft, it would remove it from the category of cold-blooded stealing. The fact that when he plead guilty the court suspended sentence shows that extenuating circumstances were present in the case.

Whatever the motive and conditions, Heitz stole no more. There is no evidence of the slightest wavering from the straight and narrow path from the date of that one mistake. For four years he lived an honest and upright life, and filled two positions acceptably until Delmage, his former employer, smelled him out and exposed him. Each time his new employer lent himself to the heartless system of holding a man's head under water if he has

once fallen in, and so poor Heitz went from place to place, again and again hounded out of an honest living by the vampire Delmage!

Finally, when the latter tried it a third time Heitz had him arrested and he is held in heavy bail to keep the peace. Good for Heitz! If you had smashed him good and hard, a thousand men would have clamored to go your bail when the truth was known! Delmage and all his kind earn the utter detestation of every man with a heart in his breast.

"Collier's Weekly" did an exceedingly unfair thing in its last

**Unfair of
Collier's.**

issue, in the writer's judgment. A week or two before it had published a story about the State Normal School at Westfield, Mass., at which the chemical department analyzed all the food products that anybody would send there. In the last issue the "Weekly" published a list of the products that the Westfield School had found pure. In its introduction it took occasion, several times, to say things like the following:—

In printing the following article "Collier's" realizes that it will arouse much criticism and some genuine misunderstanding.

It is clearly stated in the article that the foods here mentioned as samples of purity are only those which happen to have been found so in the experiments conducted at the Massachusetts State Normal School at Westfield.

There may be a dozen times as many foods which are pure but which have not happened to be tested in that town.

On the surface this appears as fair as fair can be, but nevertheless it is unfair, for this reason: The average magazine reader is not a deep reasoner. The inevitable effect which the publication of this partial list will have is to lead the average person to favor these few things to the exclusion of other brands equally worthy, but which may not be sold in Westfield and therefore have never gone to the Westfield School for analysis. It is using

the mighty power of a journal circulating all over the country to recommend certain brands for an implied superiority which with regard to hundreds of other brands does not exist. To put it a little differently, it establishes Westfield conditions as a pure food standard for the whole United States.

It does no good to say there may be other brands just as good—the answer of the reader is "yes, there may be others, but we don't know about them. We know about these, for you have told us. We will therefore use these and let the others go."

Suppose some paper in Westfield had published a list of the names of certain women living in Westfield and over it had run the caption "The following women have convinced us that they are virtuous, though there may be others in the town quite as much so." Would the editor of "Collier's," if he lived in Westfield, feel perfectly comfortable in finding some particular woman friend's name absent?

Here is a small bit of humor from the usually unhumorous enforcement of the Federal Food and Drug Act. If the writer correctly interprets it, it is a good illustration of a certain type of ingenious but low-grade cunning which one occasionally encounters among violators of food laws.

**Mrs. Smith,
a Schemer.**

In Minnesota a Mrs. J. F. Marshall Smith has just been fined \$5 for selling a "Humbug oil," which was said to have the power to "relieve diphtheria of the most malignant type." The Government found that the "ingredients do not possess properties to relieve diphtheria of the most malignant type," and Mrs. Smith plead guilty and paid her little fine.

Now the writer may be wrong, but he believes that the use of the word "Humbug" was a cleverly concocted scheme to avoid prosecution for the exploiting of what Mrs. Smith knew all the time was a humbug. One can see the

workings of her mind very easily: "If I'm arrested I can say 'why I told the people it was a humbug, and they bought with their eyes wide open.' On the other hand, the people won't think anything of the name—they'll just laugh at it."

Whether this canny lady made her ingenious plea to the United States Government when arrested the record of the case does not tell. The writer, however, would give a considerable sum for the joy of hearing her perpetrate it on the average United States judge.

According to dispatches from Washington, briefly published last week, the Southern Wholesale Grocers' Association, which

for several years has been on one rack or another, has consented that a decree shall be entered against it in the Government's suit to dissolve, as preliminary to giving up the ghost. Thus endeth a proposition that never had any decent right to exist.

The Southern Wholesale Grocers' Association's schemes of tying up the trade in the South had much in common with those of the Western lumber interests, which are now also under sharp attack by the United States Government. The Southern Association went much further than any other grocery organization had ever gone. Their famous green book was as relentless as any ukase of a Russian Czar. Only jobbers whose names appeared in the green book could buy of manufacturers; if any manufacturer thought and acted otherwise he was boycotted by the whole Southern trade. New firms who thought they had a right to enter the jobbing field changed their minds when they found that they could not get into the green book—the association wanted no more jobbers in the business—and because they were not in the green book they could not buy goods. One or two newcomers refused to tamely endure and brought suits which were uniformly decided

against the association with thousands of dollars damages. Large retailers who had been accustomed to buy direct found themselves suddenly and permanently cut off, for they could not get their names in the green book and the manufacturers were afraid to sell them. Even the jobbers who were in the green book had to walk the straight and narrow path as to everything, particularly as to the prices at which they sold, or their names were blotted out, and they found themselves outside the pale in twenty-four hours. Outside the pale, let me be said, meant no trifling inconvenience; it meant destruction, for a jobber who could not get any of manufacturers could not do business.

In the writer's judgment, the Southern Wholesale Grocers' Association represented the most heartless, cold-blooded and un-American application of the illegal boycott that the grocery trade of the United States has ever known. All of its colossal doubles, culminating now in final dissolution, are upon its own head, and it reaps simply the harvest it has sown.

Contributed.

Lux Contrasts Old-time Business Methods With To-day's.

Says Everything is Changed for the Better. More Rest for the Merchant and More Protection. But the National Bankruptcy Law is a Great Bug-a-boo.

Let us compare the past and present. A few years ago the rooster crowed the opening signal for the merchants in the morning and at night when the last light went out in town was the closing signal, and he knew no rest on Sunday. At the present time the merchant works about half that time and rests on Sunday.

A few years ago it was fashionable for the merchants to put each other out of business, and if they spoke to each other they were afraid the dead beat might think they were friends looking for credit information. The fight to get a dead beat away from your competitor was often the source of a lifelong feud. Under that condition the association quickly showed the merchants that the dead beats were putting them out of business at the rate of 90 per cent. each year.

To-day you can go into the office of the association secretary in almost any town in the country and there you will find thousands of cards filed away alphabetically. On each of these cards is written the name, address and occupation of some consumer, rated by from one to a dozen merchants as good, bad or slow. I have often heard merchants say who had been in business for years, after looking over their dead accounts, that if they had our present credit system it would have saved them thousands of dollars. Long-winded credits and lost discounts are now relics of past ages.

It took your association a long time to convince the merchants that it cost money to sell and deliver goods. Many of them thought if they bought an article for \$1 and sold it for \$1.10 that they made a profit of 10 cents; whereas they lost about 10 cents, as it costs nearly 20 per cent. to do business. Now, if the difference between the purchasing and selling price of an article is less than 20 per cent. of the selling price there is very little of it sold.

A few years ago what business was left after the peddler and transient merchant got through was nearly all licked up by the produce dealers and jobbers. Now the first two are practically eliminated and the latter two are gradually being taught to keep their places. I am not afraid of the mail-order business unless Uncle Sam should go into partnership with them without sharing in any of their profits. The small articles that now costs them 40 or 50 cents to deliver does not cost the merchant more than 5 cents. It is delivered to the jobber in trainloads and to the merchant in carloads, and it is on the small articles that they claim to make their profit. The most effective way to keep business at home is to have a joint meeting or picnic each year of the business men and farmers, at which some good speaker explains the necessity of co-operation to build up the local community. Our Governor generally speaks for us in Minnesota. Always keep close to the consumer. If the merchants would say "How do you do" the moment they see a customer it

Talks \$ \$ \$

All the year 'round—summer and winter—heavy, continuous, attractive advertising creates steady demand for

Post Toasties

This means good, clean, profit for Grocers, with no risk because the sale of every package is guaranteed!

"The Memory Lingers"

for both Grocers and Customers

Postum Cereal Co., Ltd., Battle Creek, Mich.

would do them a world of good.

The National Bankruptcy Law is one of the greatest burdens the merchants have to carry now or in the future. Our bankruptcy law allows the rascal to put his hand in the merchant's pocket and take his pocket book. It has repealed that commandment of God which says "Thou shalt not steal." There is no law in this country so far-reaching and demoralizing as our National Bankruptcy Law, which offers to any man a receipt in full for all his debts if he will consent to become dishonest enough to go through bankruptcy. It is a law which sows the seeds of dishonesty in every American home. We speak of the evils of lottery schemes and gambling devices. To win on these you have to take a chance, but to win on our bankruptcy law you take no chance whatever.

In a commercial nation like ours there are very few men whose moral standard is so high that they can stand the strain which this corrupt law imposes upon them. It gnaws at the morals of the community like a deadly corrosive poison in the human system. I have had personal experience with men going through bankruptcy, who had homes worth thousands of dollars and whose annual income reached thousands, but the temptation to get something for nothing was too great for them to resist. Pick up any of our daily papers and you will find a list of bankrupts who have beaten the merchants out of the necessities of life.

JOHN W. LUX,
President National Retail Grocers' Association.

St. Paul, Minn.,

September 4, 1911.

More Food Products Fail to Stand Before Federal Food and Drugs Act.

Government Certifies Other Reports of Judgments Under National Act for Adulteration or Misbranding.

The following summaries have been prepared in this office from data certified by the United States Department of Agriculture covering cases of adulteration and misbranding:—

JUDGMENT No. 881—MISBRANDING OF MACARONI.

On or about October 21, 1910, Ceravolo Brothers, Philadelphia, Pa., shipped from Pennsylvania into



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

New Jersey Weights and Measures Law.

Trenton, N. J., Sept. 6, 1911.

To the Editor.

Dear Sir:—If it is not too much trouble, will you kindly tell me through your columns the weight and measure law of New Jersey.

Thanking you in advance, I remain,

Yours truly,

M. NICHOLSON.

We should be glad to do this, if it wasn't so long. We suggest that you send a messenger to the State House and ask the State Superintendent of Weights and Measures for a printed copy.

Write President Taft Against Parcels Post.

Chicago, Ill., Sept. 1, 1911.

To the Editor.

Dear Sir:—The American League of Associations is sending out to all its members and to many retail merchants the accompanying circular.

Will you please give this important circular space in your valued journal and reinforce it in any way which may seem proper to you.

Thanking you in advance for your co-operation, we remain,

Very truly yours,

AMERICAN LEAGUE OF ASSOCIATIONS,

E. B. Moon, Executive Sec'y.

The circular which the American League is using is as follows:—

New Jersey a consignment of 20 boxes of macaroni labeled: "Steam Mill and Paste Factory—Neapolitan Style—San Giovanni a Teduccio. (Pictorial representations of medals of award, smoking volcano, a body of water, etc.) (Stamped thereon inconspicuously in small type the words): "Manufactured in Philadelphia." Samples were examined and it was found to be of domestic manufacture. The labels and inscriptions, delineations and language were intended by their terms and style of display to indicate that the said macaroni was a foreign product, when it was produced in the United States of America. The goods were seized and sold by the Government.

JUDGMENT No. 882—MISBRANDING OF "UNEMO BRAND" SYRUP.

On or about June 25, 1910, the Alabama-Georgia Syrup Co., Mont-

"The Press" announce that the President will recommend a general parcels post in his coming message to Congress.

Unfortunately, the President is not in touch with the widespread, thoughtful opposition to parcels post and has no way of knowing the attitude of wholesalers and retailers on this question without they "speak out" directly to him.

Advocates of parcels post have repeatedly placed before the President their misguided views on this question, and it is now time that his attention be called to the strong business reasons why parcels post should not be established in this country.

Please write at once to the President of the United States a strong letter in opposition to parcels post. Such a letter is bound to have a powerful influence.

Very truly yours,

AMERICAN LEAGUE OF ASSOCIATIONS.

Wants to Find New Chain Store Concern.

Baltimore, Md., Sept. 1, 1911.

To the Editor.

Dear Sir:—The following inquiry has been referred to the "Answers" column of "The Sun": "Can you furnish the address of the United States Grocery Stores Corporation?"

If you can furnish this information I shall appreciate it very much.

Gratefully yours,

H. L. MCKINSEY,
Editor "Answers."

This journal doesn't know the address of the corporation, but the president's name is H. G. Hallinger, and he can be found at Sixth and Market streets, Camden, N. J.

gomery, Ala., shipped from Alabama to Mississippi a quantity of syrup labeled: "Unemo Brand Syrup. Packed by Alabama-Georgia Syrup Co., Montgomery, Ala. Our Unemo Brand Syrup is a blend of pure Georgia cane and high grade Louisiana syrup with corn syrup to keep same from sugaring or souring. Packed by manufacturers, Alabama-Georgia Syrup Co., Montgomery, Ala." Samples were analyzed and the product was found to contain 45.6 per cent. of commercial glucose (corn syrup). The above label was false and misleading, as it conveyed the impression that the product substantially consisted of a blend of cane and high grade Louisiana syrups with an inconsiderable amount of glucose for the purpose of keeping the same from sugaring or souring; when, in truth and in fact, the product consisted of the syrups named with 45.6 per cent. of

glucose. The claimants plead guilty and were fined \$100.

JUDGMENT No. 883—MISBRANDING AND ALLEGED ADULTERATION OF VINEGAR.

On or about August 3, 1910, there were shipped from Illinois into Indiana 63 barrels of a food product, each of said barrels being labeled: "Prussing Bros. Pure Cider Vinegar. 49 Gals. 40 Gr. Chicago, Ill. Mills, Montague, Mich." Analysis of samples showed it to consist wholly or in part of a mixture of a product high in reducing sugars and dilute acetic acid, prepared in imitation of cider vinegar. Nobody claimed the vinegar and it was seized and sold by the Government.

JUDGMENT No. 884—ADULTERATION OF CORN MEAL.

On or about July 30, 1910, the Baltimore Pearl Hominy Co., Baltimore, Md., shipped from Maryland into North Carolina 400 sacks, more or less, of a food product, each of which sacks was labeled: "96 lbs. 2 Bushels Bolted Meal, Baltimore Pearl Hominy Co., Baltimore, Md. S." An examination of a sample showed 94 beetles, 11 weevils, 16 moths, 29 other insects, and 677 larvae and mealy worms. The claimant was required to file a bond for \$500 not to sell the meal in that condition.

JUDGMENT No. 886—ADULTERATION OF TOMATO CATSUP.

On or about November 19, 1910, the McMechen Preserving Co., Wheeling, W. Va., shipped from West Virginia into Massachusetts a consignment of 301 cases of tomato catsup, each of said cases being labeled: "1910 2 doz. No. 14 Mayflower Brand Tomato Catsup 1-10 of 1 per cent. benzoate of soda. Packed for C. B. Smith Bros., Boston, Mass." Samples were examined and it was found to consist in part of filthy, decomposed and putrid animal or vegetable substance. The stuff was destroyed by the Government.

JUDGMENT No. 887—ADULTERATION OF TOMATO CATSUP.

On or about December 1 and 12, 1910, A. C. Soper & Co., New York City, shipped from New York into Massachusetts two consignments of a food product labeled: "A. C. Soper & Co. Pilgrim Brand Catsup. Made from tomato pulp, vegetable flavors, salt, and preserved with 1-5 benzoate of soda. New York." Samples were examined and it was found to consist in part of a filthy, decomposed and putrid animal or vegetable substance. The court ordered the stuff destroyed.

JUDGMENT No. 888—ADULTERATION AND MISBRANDING OF POWDERED CLOVES.

On or about January 25, 1910, Thomas M. Curtius, New York City, shipped from New York into California a consignment of a food product labeled: "P. Cloves" and invoiced and sold at "Pure Powd. Cloves." Samples were analyzed and examined and it was found to consist of a mixture of allspice tissue and a small amount of exhausted cloves. The defendant entered a plea of guilty to the above information, whereupon the court imposed a fine of \$5.

The best fancy New York State apples can be bought at \$3 per barrel. The run of the market ranges from 40 to 60 cents per basket.

ten Years' Influence on Butter, Eggs, Poultry, Beans, Peas and Hay.

Old Price List, Dated April 6th, 1900,
Compared With Current Values.
Everything Much Higher, but Eggs
Nearly 100 Per Cent.

There has come into this journal's office a price-list of various staples dated April 6, 1900, about eleven years and six months ago. The list includes butter, eggs, poultry, beans and peas, and baled hay and straw. In order to learn what the passage of over ten years has done to the prices of these things this journal has obtained current quotations on them all, and present them below in comparison with those of 1900:—

BROWN, STEWART & CO.				
Price List, Dated April 6, 1900.				
	1900.		1911.	
Butter—		Per lb.		Per lb.
creamery, extra ..\$.26	-\$.27	\$.30
creamery, firsts ..	.24½	.25		.29
creamery, seconds ..	.22	-.23½		.28
creamery, imitation ..	.22	-.22½		.27
country rolls18	-.22		.23
prints, fancy28	-.31		.35
store packed15	-.16		
Eggs—		Per doz.		Per doz.
Nearby, fresh\$.13	-\$.14	\$.25 sel.
Western, fresh12	-.13		.22- .24
Southern, fresh12½	.13		.22- .24
Duck eggs22	-.23		none on mkt.
Loose eggs55	-.60		
Live Poultry—		Per lb.		Per lb.
Hens10½	-\$.11	\$.14-\$.15
Old roosters07½	.08		.10-
Winter chickens ..	.15	-.18		.16- .17
Ducks12	-.13		.14- .15
Geese10	-.11		none on mkt.
Dressed Poultry—		Per lb.		Per lb.
Fresh killed				
fowls, Western				
choice10	-\$.10½	\$.17-\$.18
Fresh killed				
fowls, Western,				
fair to good09	-.09½		.15- .16
Old roosters07	-.08		.10- .11
Nearby chickens ..	.13	-.14		.18- .20
chickens, Western,				
fancy12	-.12½		.16- .17
turkeys, choice,				
young12½	.13		.20- .22
Beans and Peas—		Per bus.		Per bus.
Marrows, bright				
H. P., choice ..\$	2.17	-\$ 2.20	\$	2.60
Medium, bright				
H. P., choice ..	2.17	-.2.18		none.
Pea beans, bright				
H. P., choice....	2.20	-.2.30		2.40- 2.50
Red Kidney	2.15	-.2.20		3.70- 3.75
Baled Hay and Straw—		Large bales.		Large bales.
Timothy, choice ..\$	17.00	-\$17.50	\$	24.00-\$25.00
Timothy, No. 1 ..	16.50	- 17.00		23.00- 24.00
		Small bales.		Small bales.
Timothy, No. 1 ...	15.00	- 15.50		23.00- 24.00
No. 1, mixed	14.50	- 15.00		21.00- 22.00
No. 1 straight rye.	14.50	- 15.50		14.00
Fangled rye	11.50	- 12.00		10.50- 11.00
Wheat No. 1	10.50	- 11.00		9.00- 9.50

These figures show vividly the upward trend of prices in the last few years. The greatest difference is in eggs, which have advanced nearly 100 per cent., but everything else in the list has advanced largely.

A Useful Table Whether You Figure Profit on Selling Price or Cost.

The trade is divided as to whether profit should be figured

on selling price or cost. The table here presented is useful either way:—

Five per cent. added to cost is 4¾ per cent. profit on selling price.

Seven and a half per cent. added to cost is 7 per cent. profit on selling price.

Ten per cent. added to cost is 9 per cent. profit on selling price.

Twelve and a half per cent. added to cost is 11½ per cent. profit on selling price.

Fifteen per cent. added to cost is 13 per cent. profit on selling price.

Sixteen and two-thirds per cent. added to cost is 14¼ per cent. profit on selling price.

Seventeen and a half per cent. added to cost is 15 per cent. profit on selling price.

Twenty per cent. added to cost is 16⅔ per cent. profit on selling price.

Twenty-five per cent. added to cost is 23 per cent. profit on selling price.

Thirty per cent. added to cost is 23 per cent. profit on selling price.

Thirty-three and a third per cent. added to cost is 25 per cent. profit on selling price.

Thirty-five per cent. added to cost is 26 per cent. profit on selling price.

Thirty-seven and a half per cent. added to cost is 27¼ per cent. profit on selling price.

Forty per cent. added to cost is 28½ per cent. profit on selling price.

Forty-five per cent. added to cost is 31 per cent. profit on selling price.

Fifty per cent. added to cost is 33⅓ per cent. profit on selling price.

Sixty per cent. added to cost is 37½ per cent. profit on selling price.

Sixty-five per cent. added to cost is 39½ per cent. profit on selling price.

Sixty-six and two-thirds per cent. added to cost is 40 per cent. profit on selling price.

One hundred per cent. added to cost is 50 per cent. profit on selling price.

Written for the "Grocery World and General Merchant."

Late Closing Keeps Good Help Away from Retail Merchants.

A Boy Wanting to Go to Work Can Find Better Hours, as Well as Better Wages, in Skilled Laboring Lines. A Case of Successful Early Closing in the Maryland Peninsula.

In regard to the early-closing movement among the retail merchants, this has been inaugurated in many towns on the Maryland and Delaware Peninsula with satisfaction both to the merchant and consumer. Our plan in Elkton, Md., is this: We close every evening except Saturday at 6 o'clock during July and August. Of course there are a few disgruntled ones who keep open. The merchants figure no loss in it after they deduct expenses, such as light, etc. I note that the same persons who come when we close at six will come when we close at eight.

The question of early closing is an important one in the country districts. For instance there was a time when a boy had an

"The Favor of the Trade"

Does your business have it? Do you enjoy the goodwill of your trade? You say "yes"—but, consider the matter impersonally. Is your business growing? For growth is the sure sign that your business possesses a goodwill.

The various products of the National Biscuit Company enjoy the favor of the trade throughout these United States—they enjoy the goodwill of over one hundred millions of people.

Mr. Dealer—in the past twelve years hundreds of millions of In-er-seal packages have been sold, to say nothing of the inconceivable quantities of National Biscuit Company products sold from the famous glass-front cans.

Have you shared—do you share—will you share—in these immense sales?

**NATIONAL
BISCUIT
COMPANY**

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

**FLEISCHMANN'S
COMPRESSED YEAST
HAS NO EQUAL**

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

aspiration to obtain a position in a store, but now in the rural districts it is difficult to obtain proper help. Why? On account of the long hours and the better wages paid to skilled workmen. For instance, a carpenter, bricklayer or workman in any trade will mostly work from nine to ten hours per diem and receive from \$2.50 to \$5 for it.

Can you blame the boy?

And that great American institution, the Saturday half holiday, makes our boys want it, and boys seek employment where they can have it. Newark, Del.; Elkton, Md., and many other towns on the Peninsula do close early during July and August and the employer as well as employee seems pleased. Our farmers do not have to come to the post-office, as they are served by R. F. D. routes; the farm trade buy in the morning on their way to milk stations and creameries.

Another thing—there is always a class of people who will be late whether it be for store, church or train. These people put off their buying until the last minute whether it be six or ten o'clock closing. We who are favored with early closing appreciate it. Those who have families can go home and enjoy themselves on their porches and go to work the next day feeling more rested by the two hours' recreation. A prominent man said this to me and it made a great impression: "When you close at six you feel as good as other people."

I surely think the "Stroller" made a wrong decision in his article. Man was created above the animal not merely to go to work at 5.30 and quit at 8.30, then to bed, and to keep this monotonous routine up forever. If you close early you will get better results from your help.

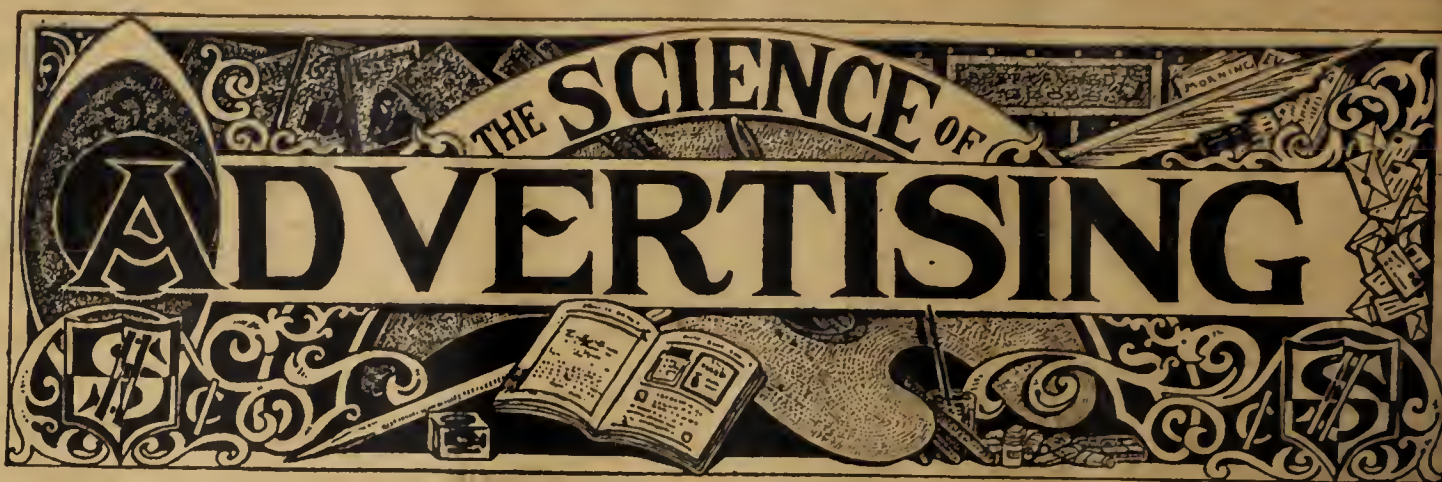
The "Stroller" had better take out an accident policy when he comes down this way.

HARRY D. LEE.

Elkton, Md., Sept. 7, 1911.

No Concord grapes in small baskets have come from New York State as yet. Concords in cases are worth 60 to 75 cents per case of eight baskets, and Delawares packed in small baskets are worth 12 cents. Loose grapes average 40 cents per truck basket. The demand is fair.

in New Jersey, the largest of them I believe in Trenton, send me a copy of a leaflet they use in some way—they don't say how. It was printed in black and red on thick white paper and looked well. The size was $5\frac{3}{4}$ x $7\frac{1}{2}$ inches, and there were four pages. Eggs, fish and coffee—an odd combina-



Practically all enterprising stores use more or less printed matter about the place. Some of it goes out in packages, some they

tion—were the things advertised. Here are all four pages much reduced.

I don't care much for the typographical arrangement of the first page here. Somehow it seems out of balance. Perhaps it would have been better to print the black circle, "The Lehman News" in the centre, near the top, with a rule below it. The lines "Telling About Eggs and Fish" could then go below that, possibly in two lines—which would make them wider—instead of four. "And a little talk on one kind of coffee" could go at the bottom,



**Telling
about
Eggs and
Fish**

and a little talk on
one kind of coffee

hand to customers, some lies on the counters for people to pick up and read. L. Lehman & Co., who have several retail grocery stores

Laurelvale Country Eggs

We can now supply you with Fresh Eggs. They come to us three times a week—Tuesday, Thursday and Saturday. We sell them in sealed dozen cartons only, and each carton is branded "Laurelvale."

For boiling or poaching, or for using raw, these Laurelvale eggs will be found of all times entirely satisfactory.

Many of them only a few hours old, some a day old, but few of them exceed that age.

Our guarantee goes out with every one of them, and should they at any time prove in the least different from what you expected, please notify us.

The best
drinking coffee
to-day is

Congress Coffee

Congress Coffee is the best thirty-cent coffee because it has the Best Flavor—and flavor is the whole thing.

In this Coffee there is substance, body, character. It has smoothness and it has a distinct aroma.

Coffee of the type of CONGRESS has vigor. It's sustaining. It has every quality of the ideal breakfast drink.

"Pleasure in every drop" and a Coupon in every bag.

30c. a pound, and twenty free S. & H. stamps with each pound.



practically as now. It may be that I would change this arrangement after I got to work on it—it is not easy to scheme it out in your mind so as to get the best results—but I am sure that the original could be improved upon in some way. I like the typographical arrangement of the other pages better, although I don't see any reason why such dissimilar type should have been used on pages 2 and 3. Good printing always preserves a certain similarity between the pages, particularly when they contain advertising of about the same character.

The matter of the Lehman advertising is always good. It has a terse, business-like manner which appeals. One criticism I always have of their advertising, however—it usually contains too



**One time, Friday was the
only day for Fish**

— now it's any day or any meal

From two to six kinds received by us from the shore fresh every morning. Sometimes Halibut is the leader; sometimes Cod or Mackerel, or maybe Surgeons. But whatever we may offer as a leader or a "regular", it's going to be the BEST.

CLAMS ---

Monday, Wednesday and Friday for the arrival of Clams. Let us have your standing order. By doing this, there will be no anxiety about your clam stew, clam chowder or clam fritters.

**LEHMAN'S
DEPARTMENT
FOOD STORES**

much heavy display type. Take the fourth page—it is like a sandwich with thick slices of heavy type for the bread and a thin slice of reading matter for the meat. If Lehman & Co. use this kind of a leaflet often, and the block "Lehman Department Food Stores" is a trade-mark which they want to use, I should have a much smaller reproduction made of it—this one is too black for a small sheet.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.



Sale Guaranteed

The Quality of **MORNING GLORY SELF-RISING BUCKWHEAT FLOUR** has made it so popular that the sale has increased 3 times in 3 years. And we **GUARANTEE ITS SALE**; if you have any left at the end of the season we'll take it back and pay you cash. **BUT**, we can't guarantee

the supply, so you would better **ORDER NOW** for delivery in the Fall.

Write for our plan that will double your buckwheat sales and profits.



ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



CXIX.—Getting Rid of an Unfaithful Partner.

A case with which I was recently connected inspires me to discuss one phase of partnership law which I think I have not as yet considered in these articles. I have discussed the formation of a partnership, the legal advantages and disadvantages of the partnership relations, and also its dissolution by ordinary methods. The case I refer to, however, involves the application of the law under which one member of a partnership can rid himself of another who by misconduct is endangering the welfare of the business.

The partnership in question consisted of two men, who had contributed an equal sum to the firm capital, and were supposed to contribute an equal amount of labor. One took care of the accounting and the books—was in fact the financial man—and the other handled the buying and selling. Each man was well adapted for his particular end, and the combination did good team work until the accountant began to drink and neglected his part of the business. From a moderate drinker he soon became an inebriate, and took to staying away from his office for days at a time. The other man handled the double burden as best he could, but he wasn't qualified for it, and the business began to show unmistakable signs of suffering.

At this stage the steady member of the firm consulted counsel and was advised to make his partner an offer either to buy his interest or to sell his own. Both offers were made and rejected; in fact the bibulous member refused to give the other any satisfaction whatever or any promise of improvement. The credit of the business began to suffer, as it was the accountant who came most in contact with the men from whom the firm drew necessary supplies,

and some of these had drifted away while others had threatened to. It became evident that something must be done, and on behalf of the regular partner that phase of the law was invoked—it is the law in practically all States—which allows one member of a partnership to apply to the court for a decree of dissolution. A decree of dissolution is a forcible separation of a partnership by the court. The result in the case under discussion was the filing of a bill in equity, reciting the misconduct of the other partner, and the fact that by reason of it the business was suffering. The partner attacked filed an answer, evidence was taken and the court held the charges to be proven and granted a decree. A part of the decree was the fixing of the value of the defendant partner's share.

Any member of a partnership whose interests are being endangered by the misconduct of his fellow-member can bring such an action in every State, and if he can make out his case he will get his decree of dissolution or separation. It is practically an application for a business divorce, and the law is as particular that a sufficient cause be shown as that the cause for domestic divorce be sufficient.

The misconduct or dissension complained of must be something that really endangers the enterprise. Trifling or temporary disputes between partners are not a sufficient reason—the law holds them likely to occur in any partnership. Still, if the disputes are so serious and persistent as to make the successful continuance of the business impracticable, the courts will often grant dissolution.

Neither will slight negligence or misconduct by a partner be considered good ground. Nor

mere error in judgment. Not long ago a member of a partnership brought suit for dissolution against his partner, who had repeatedly used bad judgment in buying. The court refused the decree on the ground that error in judgment was not sufficient, because it was comparatively easy to guard against it.

There are many cases on the books which show what the courts consider sufficient cause for the forcible dissolution of a firm. In a California case, for instance, one member defrauded his partner by false entries in the books. In an Indiana case a partner used firm property for his own purposes and refused to account for it. In a Massachusetts case the owner of a business induced another to form a partnership with him by lies as to the profits. In a Canada case one partner defied the action of the majority and did his own things. In all these cases dissolution was granted, and it will be in every such case. It has been granted even where the partnership agreement required six months' notice of an intention to dissolve, and also provided for the referring of disputes between partners to an arbitrator.

On the other hand, the courts have small patience with mere squabbles between partners. Grossly negligent or fraudulent misconduct, seriously affecting the business must be shown, especially where such conduct consists of a breach of the partnership agreement. In an Arkansas case one member of a firm took his partner into court because the latter occasionally absented himself from the store without the plaintiff's consent. This case got scant consideration. In another, which met the same fate, a partner had used firm money to pay a personal debt, but he had properly

charged himself with it, and the firm capital remained unimpaired.

The trouble of going to court over matters of this kind can practically always be avoided by covering the contingency in the partnership agreement. I have explained in another article that no partnership of any character should be entered into without an agreement in writing. This should contain a provision like this:—

That if either of the parties hereto considers that the other party is not properly performing his obligations under this agreement, or that he is guilty of misconduct or negligence prejudicially affecting the welfare of the business, the complaining member shall at his option refer the subject matter of his complaint to a board of arbitration, composed as follows: Each party hereto to appoint one member, and the two so appointed to appoint a third. The said board of arbitration shall hear the complaint, and if they decide it to be well founded, and believe that the elimination of the offending member shall be for the best interests of the business, they shall appraise the value of said member's share of same and the other member shall have the option of purchasing said interest at the appraised price within one week from the date of the findings of the board.

(Copyright, September, 1911, by Elton J. Buckley.)

Question: V. W. Harris, Washington, D. C.—Becoming involved in a peculiar situation and having been ably assisted by you before, I would like to ask your advice on the following situation: A leased a piece of property from B in the State of Maryland, on which there were two dwellings. A installed a French range for cooking purposes, setting same upon bricks to prevent fire catching to the frame structure. Lease reads that if tenant should do anything in violation of the fire insurance rules the landlord shall have the right to enter and take possession without formal notice. A lived in one house, but the other was vacant. B moved in, claimed possession, thus ousting A, and claiming the range on the ground that it is attached to the house and is therefore real estate, although range can be taken out without altering the property in any way, and the house was not altered in any way to attach it. Will you kindly advise which is the best way of recovering this property?

Answer.—First as to whether B had the right to take possession under the clause in the lease regarding violation of the insurance regulations. Of course I do not know what the insurance regulations in your section are, and can therefore not advise whether the installation of a kitchen range is a violation of them. I don't know

hy it should be, because it is certainly expected that every dwelling house will contain a range. There may be some provision, however, regarding the inspection same, when installed, by the insurance company. If the installation of the range, as done, is actually in violation of the insurance regulations, then B without doubt had a right to take possession, provided he used no unnecessary violence in doing so and in all things complied with the law. If the installation of the range did not violate the insurance rules, B had no right to take possession. The application of his opinion to the facts of your case you must make for yourself, as it rests upon a knowledge of insurance rules which I do not have.

Second, as to whether B had the right to seize the range. My opinion is that he did not have. The range installed by the tenant for his own use, and not attached to the real estate so that it cannot be removed, is not in my judgment a part of the realty. It is the property of the tenant and can be claimed by him. I should replevin it, or if you prefer, you can sue B for its value. Of the two I should prefer an action in replevin, as it would probably get the case settled more quickly. On the other hand, it will likely be more expensive.

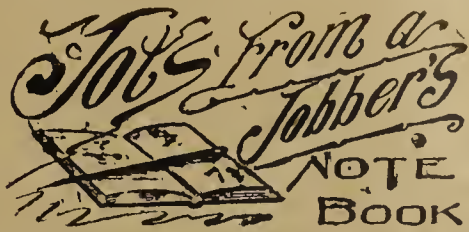
Question: C. E. Sites, Chambersburg, Pa.—Just at the present time a large number of the grocers and tobacco dealers have been arrested for selling minors tobacco, cigars and cigarettes, but we have not and I want to be on the safe side. Will you give me the law and the fine, what we can sell and what we cannot sell, and the age one must be to get it. Can we sell on an order from the parents or older persons? Please tell me all about it.

Answer.—The laws as to the sale of tobacco to minors in Pennsylvania were passed in 1901 and 1903. The former makes it a misdemeanor to sell or give tobacco in any form to a minor under 16 years old. The penalty is a fine not exceeding \$100, or imprisonment not exceeding 30 days, or both. The act of 1903 forbids the sale of cigarettes to any person under 21 years old under penalty of \$100 to \$300.

You ask whether tobacco can be delivered to a minor on order

from his parents, or from any adult. I should say yes, for in that case it would neither be given nor sold to him; he would merely be the messenger of some one legally authorized to buy.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."



It is a familiar saying that it takes all sorts of people to make a world, and it is equally true that it takes all sorts of buyers to make a market. Very frequently I find that I disagree with the buying systems of some retailers, but the dealers in question are often among the leading merchants in their line, which arouses a suspicion as to the accuracy of my own judgment. For instance, a certain large Philadelphia retailer did something in the course of buying coffee the other day which seemed to me to be a hopelessly bad thing to do. He was negotiating for a large block of coffee and had practically agreed to pay the seller's price, when he learned that the coffee was in New York, and it would cost him 1/8 cent more per pound to get it over from there. Upon hearing this he declined to take the coffee, and a few days later, the market having meanwhile advanced, this identical coffee sold for 1/2 cent more than the price at which the retailer could have bought it then. Is this good buying? I am told that retailers as a class will dicker a good deal longer over a tiny fraction of a cent in buying coffee than you would think they would. Coffee is not so subject to competition as other products and

We Are Headquarters for FRUIT JARS Mason—Banner—Lightning

Lowest Prices—Best Quality—Prompt Shipments

FISHER, BRUCE & CO.

No. 221 Market St., Philadelphia



The Only Brand Made

¶ If you sell corn flakes or rolled oats, you will find dozens of brands, all about alike.

¶ If you sell **Wheatena**, you will find no brand that is anything like it. It is a distinctive wheaten food, made from the hearts of wheat, and nobody once eating it can find its counterpart—there is no counterpart. Therefore they must eat **Wheatena**—and they do.

¶ Instead of distributing the trade among a lot of brands, this means concentrating it on one, and this is exactly the reason why **Wheatena** has repeated so. It is a most remarkable seller.

THE WHEATENA CO., Rahway, N. J.

Do You Handle Coffee?

Would a 200% increase in your coffee trade with perhaps five cents additional profit per pound interest you? You can just as well have it as not.

We can put you in the coffee business RIGHT. We are doing it for thousands of progressive merchants as fast as we can make the machines.

Our **Royal System** not only includes the **Royal Electric Coffee Mill and Roaster**, but the aid of our Service Department, which



One of Several Styles

is in the hands of experts.

If you believe that you could handle from three to five times the amount of coffee trade you now have, our complete booklet will interest you. Write for it to-day.

We also manufacture Electric Meat Choppers and Meat Slicers.

The A. J. Deer Co.

158 West Street

HORNELL, N. Y.



The Mill That CUTS the Coffee

therefore a small variation in price does not have the same effect upon the retail selling price as would be the case with many other products.

The present sugar situation has not been duplicated before for a long time. The market has advanced so rapidly during the last few weeks that most jobbers are now able to sell sugar at a small profit, a thing they have not been able to do for a considerable period. Sugar has always been the bait which wholesale grocers have used to get orders for more profitable articles. The present situation in which the jobbers are able to get a profit on a product which they have for months been selling at a loss would seem to be so satisfactory that one would think all jobbers would be content to go along and not disturb it. And as a matter of fact, most of them have. For the last few weeks there has probably been more unanimity among wholesalers in the sale of sugar than for a long time before. Yet only last week I overheard a fellow jobber confess, or admit, whichever you please, that he had just sold sugar at 5.85 cents as a bait to get an order for 16,000 cigars. He got the order, and billed the sugar at 5.85, though the market was then 6.15. It occurs to me that retailers are very shortsighted about buying sugar. A jobber must make so much out of his business every year. If he does a third of his business at a loss, he must make it up on the other two-thirds. That seems fundamental. The retailer who bought sugar at 5.85 when the market was 6.15 undoubtedly paid more for his cigars than he would have paid if he had been content to pay the jobber a profit on the sugar. It really makes no difference what the profit is paid on—it is bound to be paid on something, and if, out of a given order, sugar pays a profit like the rest, there is no doubt that the jobber can afford to sell the other articles at a lower price, and vice versa.

THE JOBBER.

Sweet potatoes keep up well. The rains have interfered with the digging and this has made them temporarily scarce. The range is 80 to 85 cents and the demand is good.

THE STROLLER'S COLUMN



The Empty Store.

I got a shock the other day that sort of did me up. To tell the truth, I ain't got over it yet. There was a young fellow used to be a clerk in a store where I sell goods, and last spring he borrowed a little money from his wife's aunt and started up a store of his own in the same place. I sold him some of the goods for his opening, and I sure did wish him good luck. More than that, I expected he'd have it, for he deserved it. A good, clean boy.

Last week I went back there for the first time since spring. I sort of looked forward to seeing Ed. again—he's a boy I always liked. I tended to some other business, and then went round on Pearl street where the new store was.

It was closed up and had a for rent sign on it. At first I thought I'd gone wrong, but no sir, there was the sign still up:—

EDWARD BARTON, Jr.
GROCERIES AND PROVISIONS
Butter and Eggs a Specialty

I looked in the window—there was an empty cracker tin on the floor, that was all. A cleaned-out, deserted store.

It always does give me the blue devils to get up against a store that somebody's tried to run and fell down on. Especially a young fellow that looked on it as his big chance. By gravy, to stand on the sidewalk and see the empty windows, with nothing but dead flies and dirt in 'em, and the store room with an old box or two in—it ain't a very pleasant sight to me. I can size up how the fellow that fell down there felt when he opened up. Maybe he'd put in all the money he had in the world. Maybe he'd borrowed it, like Ed. did. Can't you see him going down in the morning to the

store's first day, thinking it was simply plumb sure to go?

I can see his wife, too. If she was the right sort of a woman she was more wrapped up in the thing than he was. Talking it over with him every chance she got, looking forward to it, with her mind made up to do everything she could to help him—"I'll show him I've got as much head as he has"—

And his mother, and her mother, and the whole family on both sides—"did you know Charlie or Will or Ed.'s going to have a store of his own? Yes, indeed! He's going to have a fine place. I suppose he'll cut into Timmons something fearful—the people all like him; a lot of 'em only went to Timmons store because of Charlie, not because they liked Timmons. Yes, help him all you can—he'll have good goods."

The whole family from grandpapa down to sister's baby, all full of the thing.

And then, holy corocco, to have it fail! By George, can you see it? Work and sweat, and feaze and even pray—do everything you can, work everything you can—nothing doing. The new store never even walks—it never gets anywhere. Or maybe it has a good opening, and then falls off and never gets anywhere again. I think I'd rather the opening would be bum rather than have an opening that's going to lie to me about what the future's going to be.

Can't you just hear the family talking? "It wasn't Charlie's fault—he worked like a horse. The people here simply don't appreciate good goods, that's all. They've been used to getting trash from Timmons so long that they don't want anything else. I pity Mame, though—Charlie's wife; she's more broke up over it

than he is. Yes, he shut up last Saturday night. Oh, no, he won't go back to Timmons; Timmons was mad, you know, when he started opposition to him. Oh, yes, Timmons would take him back—sure he would!—but Charlie won't give him that satisfaction. I tell Mame he'll get a job somewhere."

To get back to Ed.'s case, that was just about what happened to him. His little store never got on its feet, and auntie never even got a run for her money. I heard she couldn't afford to lose it, and there's another point to the case. I suppose auntie tried to keep sweet about it and tried like thunder to feel that Ed. did his darndest, and that it wasn't his fault. Of course that didn't bring the money back, and maybe she was another sort of aunt—the kind that got way off the handle when her money went, and talked. You know there are aunts like that—my wife has a whole boxful of 'em. They never lost any money through me, understand—don't get any such pipe dream as that. How could they when they'd never lend me any?

THE STROLLER.

White potatoes range from 70 to 75 cents per bushel, which is about the price they have been bringing for some weeks. The demand is good.

TELL YOUR CUSTOMERS THAT

RAE'S
Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

THE GROCERY MARKETS

Tea.

The tea market is unchanged throughout. The demand is fair for the season and practically everything sold commands the full market price. The business in new Japans has been very large.

Coffee.

The coffee market has shown renewed activity during the week, and all grades of Rio and Santos are $\frac{3}{8}$ to $\frac{1}{2}$ cent higher than a week ago. The advance is without doubt speculative to a certain extent, though there is scarcity in spot stock. The market is well supported by the large interests and the future seems as strong as the present. Mild coffees, which, as previously reported, have been relatively much lower than Brazil, have also shown some advance during the week. The consumptive demand for coffee has been fair. Java and Mocha are unchanged and dull.

Sugar.

The sugar market has continued in its firm upward course. Raw sugar has sold at a still further advance, and the high point is about $\frac{1}{2}$ cent higher than refined sugar sold for not so long ago. Refined sugar has also shown further advances, and at this writing granulated is quoted at 6.60 cents. The demand is fair, and seems not to have been seriously interfered with by the advance.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull and without change, but its selling season will open very shortly. Sugar syrup is dull at ruling prices and so is molasses.

Fish.

There has been no change in the fish market during the past week. Mackerel has been active, but at prices that show no change. Mackerel are ruling on a rather low basis, and some operators predict higher prices in the near future. The sales of new mackerel have been very good. Cod, hake and haddock are high and will probably remain so during the season. The demand is light as yet. There is nothing new to

report in the salmon situation, except that some of the packers seem to have a surplus of new pack to sell, in spite of pro rata deliveries. Salmon will be high, however, throughout the season. Domestic sardines show no change. The market is unchanged, except that one packer is reported to be underselling the market. Imported sardines should be firm, if the reports of short pack are true, but the market seems lackadaisical in this country, and not much interest is being taken or business doing.

Canned Goods.

The heavy rains have decidedly affected the growing crop. Some patches are left intact, while others are ruined. Even if the weather is perfect from now on, the pack will be much smaller than it would have been, though if the damage hadn't occurred the 1911 production would probably have been exceedingly large. If the weather is good there will probably still be a fair pack. Corn is a little easier, as packers have some surplus. They are packing Maine corn now, and the outlook is for a large pack, though the corn situation in Maine is so carefully controlled that whatever happens there will probably be no great slump in the market. Peas are unchanged—scarce, firm and quiet. Some packers are quoting new pack New York State gallon apples at \$2.50 in a large way, but packers generally are not offering new pack at all. California canned goods are inactive and unchanged; most packers are sold up on peaches. Small standard canned goods are unchanged and in light demand. New pack New York State plums are being offered this year as low as \$1 per dozen, which is about 30 cents below last year's price.

Dried Fruits.

Prunes are a little easier and there is some reason to believe that the crop will be larger than was represented some time ago. Packers are willing to sell small sizes on a $5\frac{1}{2}$ -cent basis f. o. b. coast, which is a drop of $\frac{1}{2}$ cent. Peaches are a little weaker on the coast, and buyers have therefore

temporarily lost interest in the market. Raisins are quiet at ruling prices. Currants are in fair demand at ruling prices. New fruit will arrive around October 1st.

Beans and Peas.

The price of New York and Michigan pea beans is still apart, owing to a variation in the supplies in the respective States. Michigan pea beans can be bought in a large way at \$2.33 per bushel, while New York beans rule around \$2.50. Domestic marrows rule from \$2.60 to \$2.75, according to the conditions of sale; demand fair. California limas are weak. New beans will be in market around October 1st, and there are still old beans to sell. The chance is the market may go lower. New crop Scotch peas are offered at \$3.05 in a large way, with very few takers. Imported green peas are cutting quite a figure, as they can be bought considerably below the price of the domestic.

Butter.

The receipts of butter are normal for the season, and the quality is running exceptionally good. All grades are in active demand, both solids and prints, nearby and Western. The market is firm, with a higher tendency, though without change for the week. Throughout, the market is in good shape and everything is cleaned up on arrival.

Eggs.

The receipts of eggs are about normal for the season, and the market is healthy and firm at 1 cent advance for the week on high grade eggs. The bulk of the receipts are fancy and the outlook is for a continued firm market during the next few days.

Cheese.

Cheese is coming forward in about the normal quantity, and the quality is showing considerable improvement during the week, owing to better pastures and conditions. The make is about as usual for the season and the market very healthy at ruling quotations. No radical change seems in sight.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Prices on evaporated apples have declined still further. This decline seems to be principally from the fact that the demand for green apples is very limited, and on this account evaporators are getting a much larger supply of green apples than ordinarily.

Early evaporated stock for prompt shipment is quotable at $8\frac{3}{4}$ to 9 cents, and for October-November shipment $8\frac{1}{2}$ to $8\frac{3}{4}$ cents.

Chops are dull, being obtainable at 2 to $2\frac{1}{4}$ cents f. o. b. in bags.

Cores and skins have also declined, sales having been made down to 2 cents f. o. b. from the high point of $3\frac{1}{4}$ cents.

Raspberries are steady; choice quality is quotable in barrels at 27 to $27\frac{1}{2}$ cents; reds, at 32 to 33 cents.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Holland herring dull and featureless here in the East, but the West is doing some little buying. Business is likely to improve in Holland herring as soon as the weather gets real cold.

Scotch herring are doing very nicely. Quality is very good and arriving shipments are bought readily. Prices in Scotland are higher and trade will have to get accustomed to pay more money for new arrivals. We have bad news all around this week in regard to prices.

Imported French Sardines.—No change in the situation; no catch whatever and it looks mighty bad for the poor manufacturers who are unable to fill the orders which have been booked, and for us commission merchants, who have booked orders and cannot execute them. There is still time for fishing to improve, but there is mighty little chance that it will, so there will be very few if any new French sardines in the market this season.

In Portugal the fishing continues to yield some large fish, which are not fit for American dingley $\frac{1}{4}$ s, and they are getting scarce. Naturally in consequence of the failure of French fishing, our Portuguese friends are advancing their prices.

In Norway manufacturers are booking orders with the proviso that they will fill them if they get the fish. The fishing is far from good, although the quality of fish taken lately is very satisfactory.

Sprats.—As we have reported before, there is no fishing, and the new pack will not arrive here before the end of the year. Stocks are decreasing rapidly and our people have cabled us to advance prices. Our available stock will not last very long; we shall soon be sold out of sprats long before the new season will start.

Norway Herring.—The catch of late has not at all been good; fish caught were very small and also in Iceland they do not expect a large catch this season, so higher prices are looked for.

Stockfish.—The yield has been smaller than expected and prices are moving upward. So, all in all, practically everything that we import is higher and where these advances end we really do not know.

STROHMEYER & ARPE CO.

New York, N. Y.

Standard Canned Goods.

No. 1

During eight days it rained very hard and almost continuously throughout this section of the country, and the storms have been so severe that all records of the weather bureau in this State have been broken. Some nights were as cold as it usually is here in the month of November. Doubtless you have read the account of it in the newspapers. The ground, the tomato vines and the fruit on them are thoroughly water-soaked, and it will take one week at least of favorable weather conditions for them to dry out. The farmers and canners throughout this section are becoming uneasy about the prevailing weather conditions and the results to the crop of tomatoes. The receipts of raw tomatoes for canning purposes have fallen off considerably, and the prices of them are advancing. In consequence the market quotations for the canned article have stiffened up materially and at this writing the outlook is for a stronger and higher market for that article. It is surprising how quickly the jobbers follow up the developments in the tomato market and wire their orders at full prices. Of course it is within the possibilities for a good-sized crop of tomatoes to be made during September and the early part of October. Probably not more than one-third of the tomatoes that were sold for delivery during August were shipped, and those contracts will have to be filled on top of the contracts that were made for September delivery. Therefore the canners will be compelled to work their factories to the limit to take good care of their contracts during this month. Under these conditions the chances for lower prices are not at all encouraging to the jobbers who have been awaiting a lower range of prices before loading up with the goods for their fall and winter require-

ments. The future course of prices depends entirely upon the size of the crop and the pack during the month of September. At the close of business this week the demand was increasing, and the buying orders came from nearly all sections of the country. Keep your stocks of tomatoes in a comfortable position for your wants during the next three months.

There was some increase in the demand for the new pack of corn, and the prices were a shade higher at the close than they were at the opening of the week. The canners are making strenuous efforts for a large pack because they are so largely sold ahead. The buying of soaked peas is remarkably large and their seems to be no let-up to it. Of course that grade is active because of the fact that all seconds peas and standard peas are entirely sold out and something at lower prices must be used to take the place of seconds and standards. The buying of spinach for shipment out of the new pack continues to be quite large, and that article is worth attention now. Sweet potatoes are in about the same position with spinach. The demand for the new pack of green lima beans has been equal to the pack up to this date, and the buying of them is increasing. String beans, kraut, okra and tomatoes and plain okra are all receiving attention.

Pears and apples were the most active articles during the week in the line of fruits, though the orders for peaches were more numerous than in the week previous, but they were, as a rule, for small lots at the present high prices. Each of these three articles are worth attention at this time. The lower range of prices for apples causes an increase in the demand for them. For the other lines of fruits there is a fair demand and no changes in the quotations of the previous week. As before reported, the stocks left unsold in this market are remarkably light for pineapples, berries, cherries, etc. Cove oysters are quiet and firm at to-day's prices.

THOS. J. MEEHAN & CO.

Baltimore, Md.

No. 2.

The heavy rains the past week have spread consternation among the packers and in consequence one and all have practically withdrawn from the market awaiting more settled conditions. With the return of sunshine the prospects may assume a different aspect and conditions may become more normal. While buyers have been watching the situation with interest they have been loath to plunge in at advanced prices, since they have already purchased heavily against future needs, and at this writing seem to prefer to

wait awhile for further developments.

Many sections are late and to what extent the crop will suffer is a matter of conjecture, depending largely on how far advanced the crop may be. To say the least, the weather is most unusual. More may perhaps be known "when the clouds have rolled away."

While there are few if any offerings, the market may be quoted from 80 to 82½ cents for 3s, but it would be impossible to fill orders of any size at the more advanced figure, or even higher, until the sun again shines forth.

Corn packing has not proceeded with the same zest this week as last, owing to the extreme weather conditions. The game has been delayed. It has been almost impossible in some places to get the crops from the fields, which in some of the heavy corn growing sections have really been flooded with water. While there is little interest displayed by buyers there is no great pressure among packers to sell, and the market rules unchanged from previous quotations.

WILLIAM SILVER & CO., INC.

Aberdeen, Md.

Spices.

The market is very active. Trading has been very heavy during the week. The large seasonable demand is now on and will continue for the next 60 days. Prices are generally firm and tending upward.

Pepper.—Slight advance has occurred during the week. Prices are higher abroad for both black and white in all positions. Stocks here are very small and further advances are anticipated.

Red peppers unchanged during the week and in fair demand.

Cloves.—The spot stock is exceedingly small. There seems to be no question about the present crop being small. Present high prices will continue until new crop arrivals.

Pimento (Allspice) is higher in Jamaica. Total of new crop is reported 40,000 bags, against a normal crop of 90,000 bags. Indications, therefore, point to higher values.

Nutmegs should advance in price. The supply here is small and it is reported crops will be somewhat short.

Mace.—Stock here is very scarce at present, prices on all grades having advanced during the week.

Cassias.—Saigon is scarce and in fair demand; Batavia in better demand; China grades are selling at reduced prices.

Gingers quiet but held at steady prices.

Green ginger root somewhat scarce during the week. Prices unchanged.

Tapiocas continue firm and in fair demand. Market unchanged.

Seeds.—Caraway in big demand and prices have advanced. Poppy prices very high and there is no question about a further advance. Celery—the reopening of the question of duty by the Government has caused an advance of 10 or more cents per pound, and round lots are held at 25 to 28 cents, with further advances expected.

Sage now in fair demand; also sweet herbs. Prices steady but unchanged.

McCORMICK & CO., INC.

Baltimore, Md.

Rice.

Demand during the week has been of fair proportions. Receipts are small, particularly of the new crop, which is being sold freely from dock. Prices are firm and an item advanced.

Advices from the South note serious disaster on the Atlantic Coast. The storm of last week destroyed, it is estimated, 90 per cent. of the Carolina crop. It is hoped, however, that the loss will not be quite so severe, but the most sanguine only hope for a salvage of about 25 per cent—a most sorry outcome for the year's work of the planters. At New Orleans the market is steady, with improved demand. Receipts of rough larger than the previous week, but on account of untoward weather are 100,000 sacks less than last year at equal date. Prices are strong, with more inquiry for distribution.

In the interior—southwest Louisiana, Texas and Arkansas—planters are watching the weather as the most important feature of present conditions. Considerable fresh-milled old crop is being offered at reasonable figures, and a few lots of new crop have been sold.

Cables and correspondence from abroad note firm markets on all deliveries.

DAN TALMAGE'S SONS CO.

New York and New Orleans.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., Aug. 29, 1911.
1,001,717. Carboy shipping case. C. S. Weatherby, Paulsboro, N. J.
1,001,867. Display rack. N. J. Little and T. G. Cummings, Fargo, N. D.
1,001,949. Culinary beater. W. A. Hanna, Del Norte, Col.
1,002,116. Peanut threshing and recleaning machine. M. B. Bates, Farmers' Exchange, Tennessee.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 27,517. "Palm" for rolled oats, etc. S. Hamill Co., Keokuk, Iowa.
Serial No. 56,640. "Kimco" for wheat flour. The King Milling Co., Lowell, Mich.

Ser. No. 56,814. "Kehlor's" for wheat flour. Kehlor Flour Mills Co., St. Louis, Mo.

Ser. No. 57,129. "Coral Brand" for canned corn. The Illinois Canning Co., Hoopeston, Ill.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

We Missed You.—People like to be missed. Being missed and knowing it adds importance to our lives. It shows we play our part in the real drama and were not to step out there would be an incompleteness in things. Part of life's cheerfulness and a bit of good-fellowship had been withdrawn.

But that isn't the point we intended to make.

When the customer gets back with good taste and good business sense, say, "I am very much pleased indeed to welcome you back to our store. We certainly missed you. I hope you had a pleasant summer and that you are quite well."

But emphasize the "missed you" part because no matter how small or how extensive your business may be, a woman likes to feel that she helped make it. Both sexes have some vanity in their make-up, but hers being such a delightful part of her life, she is naturally most responsive.

Peas Are Peas This Year.—No such thing as a 10-cent can of regular peas now. You may hear "peas" being sold for 10 cents, but they're soaks.

Soaks as you know are simply dried peas processed. Be sure that you explain this and show that it would be cheaper for her to buy your peas by the quart or pound and do her own processing.

He Was There With the Limas.—Have you any shelled lima beans," said the customer. "No, ma'am," said the young clerk, but we have plenty of them in the pod," said the brighter fellow. "Take the order, we'll have lots of them in a half hour."

What did he do? Why he set a boy shelling them and filled "lots" of orders that afternoon.

Now, what does a thing like that teach us?

It teaches us the importance of having our mind on the business.

As soon as a woman calls for a thing that you apparently haven't got, do a little thinking. You have no fresh spinach, but you have it cooked in cans. You have no cranberries but you have the sauce all ready. You have no bunch beats, but you have the real strawberry variety in large cans for 15 cents, ready for the table. You have no *shelled lima beans* but you'll shell some.

What About Night School.—The man that attends night school means business.

Being married has nothing to do with it. Being 30 or 40 or 50 or any old age cuts no figure. Somebody pays a lot of brainy men and women to teach us things we don't know and to do this teaching when we're through work.

Wouldn't some of you men like to speak German, French or Italian?

Wouldn't it be a fine thing to be able to write or dictate a better letter than you can write or dictate to-day.

Night school's a grand thing.

"I Don't Like That Last Corn Starch I Bought."—"Well, madam, I don't remember the sale and you say you don't know the brand, but I think I can tell you the difference in the best and the poorest.

"The best is made from what is called select corn and goes through a distinct process. The starch is washed from the grain and is filtered through what looked to me like a silk cloth. They say that this process makes it dissolve easily and keeps it from lumping.

"The poor kind isn't as white as the best—isn't as soluble and hasn't that smooth, creamy taste.

"Try the best this time if you please and you'll see I am right."

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

Don't Tell Us Your Coffee Prices

We don't want to know what you're paying for **Coffee**. Simply send us samples of the coffee, and we'll tell you what we'll sell it to you for. If we're lower, you'll know what to do.

We *will* be lower, if you're buying through salesmen, just as sure as anything can be. Doesn't it cost less to sell by mail, the way we sell, than through expensive salesmen, the way other houses sell?

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
89 FRONT STREET, NEW YORK

ESTABLISHED 1897



"I don't mind paying a good price for butter, but I do object to paying it for the kind you sent me yesterday"

Ever had that said to you? If you had, chance is it was your jobber's fault, not yours, for nothing is more uncertain and variable than the quality of successive shipments of butter.

But no grocer on earth has ever had that said to him if "the kind you sent me yesterday" was **GURNSE**. Ever see a pound of **Gurnse**? It carries its quality on its face; a gilt-edge dairy butter made and packed under ideal conditions.

You need a butter leader like **Gurnse**.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—35 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 SOUTH FRONT STREET
PHILADELPHIA, PA.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Reviews.

It used to be said that grocers did not read trade papers; but that saying will no longer "go." If you do not believe it, print some fool statement or debatable assertion, and watch how they get after you!

About a month ago I stated that the average discount on purchases would yield us fully 15 per cent. on our working capital; and then I said that, on a business of \$30,000 involving purchases of \$24,000, this would yield "the very appreciable sum of \$3,600." Of course this was all wrong. I do not know just how I did it—simply got my figures mixed and did not catch the error. The correct statement would be that, figuring on a working capital of \$3,000, this 15 per cent. per annum would yield \$450—a sum still so appreciable that my insistence that no man buy goods beyond his ability to discount still holds.

The pleasing point of this, however, was that immediately I received protests from dealers in New York on the East and Los Angeles on the West, and from various points between, which showed that my stuff was being read by live grocers everywhere and read with great attention.

In that same article I allowed \$1,500 to \$2,000 as the investment in equipment out of a total of \$5,000 capital. One correspondent writes that this proportion is too great for the fixed investment. But is it? Looking over the article in question, I find that I was working on the supposition that the business was one of \$30,000 per annum, and I do not think that such a business can be run with an equipment—here representing everything from scales to horses—of a value much below

\$1,500, and that \$2,000 is not excessive. I shall have more to say about this later on, for I am a firm believer in excellent equipment, but at the same time it must be remembered that it costs something for the tools, etc., with which to conduct a \$30,000 business; and it costs each of us more than most of us think it does—that is, most of us actually expend more on this end of the business than we really know about.

But there is further criticism on my saying that these ratios can be built up proportionately, because this would lead to the investment of \$12,000 in equipment where a man had \$20,000 capital. But that was not what I really meant, though on looking back I can see that I was a bit ambiguous in my statements. What I said was: That a man should not try to handle a \$30,000 business on less than \$5,000 total capital, and that "these ratios can be built up proportionately, except that, as we get much larger, we must allow a constantly increasing proportion of capital since earnings are apt to be reduced as the business grows." A careful re-reading of that article will reveal the fact that I was mostly right, though not quite distinct.

I was wrong, however, in one thing—and here again I do not know how it happened. I should have stipulated \$5,000 *working* capital as the safe minimum for a \$30,000 business, as I find that in hurriedly running over the record of Johnson & Son I had failed to take account of the investment in personal accounts, which with us stands at about \$5,000 steadily. Our stock figures about \$6,500 and our business is around \$65,000 on the average. This shows an overturn of total working capital practically $5\frac{2}{3}$ times annually, and I am

led to believe that few do better than that.

But after all, this proves very little, since what I aim to do is relate the *best* examples of management in order that we shall strive to emulate them. Objection being made that "except in very intensive localities" no man can expect to turn his capital ten times, or even eight times, I have to say that reference to the beginning of the former article will indicate that smaller merchants have the inside track on us in this respect; but we should strive to shape our dealings so that we shall do as well as the small man. It was by no means an "intensive locality" wherein I first saw a small capital turned not eight times nor ten times, but more like twenty times during the first years of experience. The grocery business at its best is a 30-day business, and on theory it should be completely turned every thirty days. The nearer our practice approaches this theoretically excellent condition the better grocers we shall be. Let us try.

Meantime please understand that criticism is so valuable that, while I do not want to do that, I should almost be willing to make a false statement now and then in order to be criticised, for in this live discussion shall we derive the greatest benefit.

Come, then, join in heartily whenever you see anything you do not agree with, and if nothing of that sort shows up, join anyway, and help the good work along!

Spectacular Stunts in City Stores.

Little Things in Use by Large City Grocers to Attract Attention to Various Goods. Adaptations of the Principle that Goods Well Displayed Are Half Sold.

[Under the above head, whenever they can be gathered, will be presented descriptions of clever eye-catching devices which have been noted in the large central Philadelphia stores, like Acker's, Martindale's, Gimbel's, Mitchell, Fletcher & Co.'s, and so on. Practically everything noted will be of a character easily adaptable by any grocer.]

Mitchell, Fletcher & Co. have a window display of canned goods such as sardines, bacon, boiled ham, etc., and in the centre, on top of a can of Moland's sliced bacon, was a toy pig, probably made of papier mache.

Acker's Twelfth and Chestnut street store specialize a brand of fancy cheese by having a cornucopia (horn of plenty) filled with boxes of the cheese. The boxes are green and are set off by sprays of asparagus fern. The cornucopia has the appearance of having been carelessly half emptied on the table.

Another window display of Mitchell, Fletcher & Co. of coffee was made up this way: Bottom of the window was covered with unroasted coffee beans. Three dishes of coffee; one of the roasted coffee unground, another of coffee ground very fine, almost like powder, and the other of medium ground. In the centre was a large sign giving the virtues and price of the coffee.

In Acker's was seen a cylinder-shaped basket about three feet long covered with birch bark. It contained oranges, among which was arranged sprigs of laurel leaves. On the sides of the basket were four or five pockets made of bark. In each pocket there was a sort of nest of the laurel sprigs and one orange.

In Gimbel's grocery store there was a special table containing packages of macaroni. There was one dish of loose macaroni covered with ground red cheese, the point being to suggest possibilities. On another table a loaf of bread flanked a bag of flour, a plate of bread and baked beans flanked some canned Boston brown bread, and a plate of fresh grapes and peaches stood beside a dish of cornflakes.

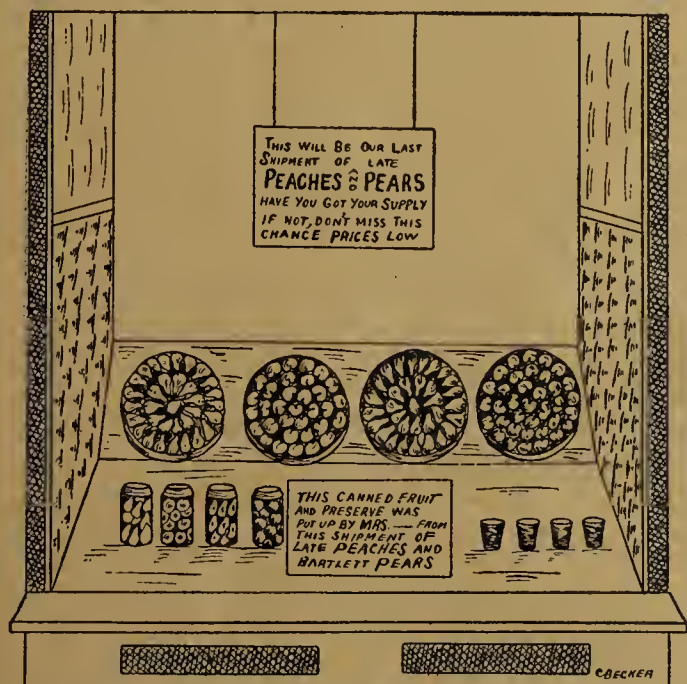
In Gimbel Brothers' coffee department was a pile of original burlapped bags of coffee. The two lower ones were unopened, but the top one had two long slits cut across each other at right angles, as if going to the four corners of a square. The flaps thus made were then laid back, exposing the contents.

Tomatoes are unchanged and rule on a comparatively low basis, though this is partly because the quality is poor. A few very fancy tomatoes bring 50 cents, but for most of the so-called best, 40 cents is top. Cannery are paying 18 to 20 cents.



Late Fruit.

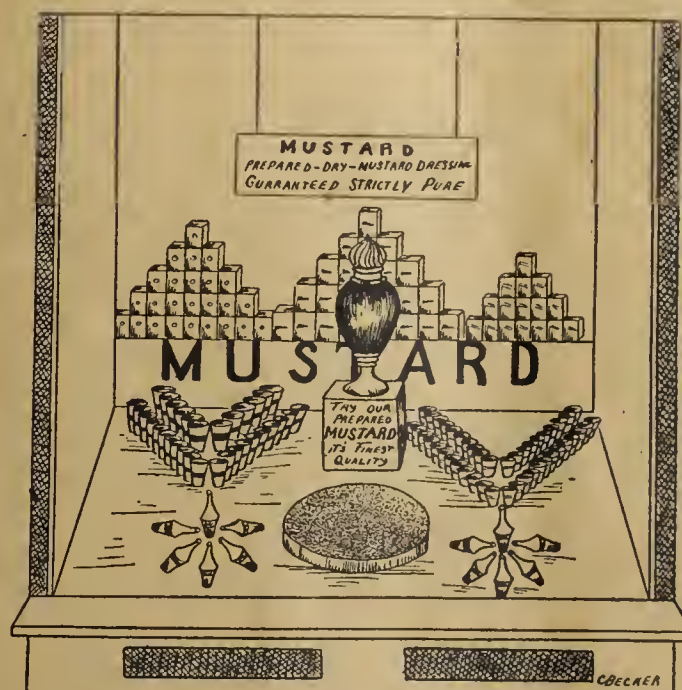
The green truck dealer will find this a neat display of late peaches and Bartlett pears. It is very simple to arrange and calls the attention of the housekeeper. The display of a few jars, canned and spiced, and a few glasses of preserves, homemade, will put the notion in many a woman's head to try and do some up herself who before bought all the preserves in cans. Get the loan of some from a customer for a day or two or while you have the fruit on display. To arrange this window,



cover the bottom with green crepe paper, arrange the jars and glasses in a row in cut, place a large sign card in the centre with wording like in illustration and name of the lady who loaned you the fruit. Prices can be quoted, if you desire. Make a slant at the rear of the window with boards and cover this with the green paper and also the rims of the four cheese box lids. Place the lids on the slant and fill with fruit. Suspend one large sign card in the rear and word it like illustrated.

Mustard Display.

This display of mustard is a neat one and will show up nicely every kind that you have for sale. To arrange, first cover the bottom of the window with white crepe paper, also the rim of a cheese box lid. Fill the lid with yellow mustard seed and at each side place a few bottles of mustard dressing. Cover a small wooden box with the crepe paper and letter like in cut. Fill a large fancy bottle or jar with loose prepared mustard. At each side place five and ten cent glasses in a three corner arrangement or V shape. Arrange the glasses on the



bottom of the window, then at each corner, back of the glasses, place an extra one. On them place a narrow strip of wood about three inches wide. On this place another row of glasses. At the rear and across the window fasten a strong board about four or five inches wide and along the edge of this tack some of the paper. The letters for the word can either be painted on or cut from black paper and pasted on. Build pyramids of the boxes of dry mustard of different sizes on the board. Suspend a neat sign card and your window is complete.

MAGAZINE NOTES.

The recent substantial increase in the size of "Lippincott's Magazine" affords room for an alluring table of contents this month. The complete novel is by Carolyn Wells, whose detective stories are live matters all right, as is proved by the tremendous sales of her latest book, "The Old Bag." On its heels comes this new novel, "His Hand and Seal," published complete in the September "Lippincott's." Its scenes are all right in New York City; and you will welcome the familiar and magnetic "Fleming Stone," the detective, who is again to the fore in telling fashion. The plot is ingenious enough to baffle

the most acute, and up to almost the very last the question "Who did it?" will not down.

The eight short stories show humor, humor, or humaneness, or both, as in "The Friendship of Alanna," by Kathleen Norris, so natural and amusing, even while on the edge of tragedy, in its portrayal of a girl's loyalty to her chum. "The Curtain," by J. J. Bell, gives a man thrilling night experience, showing what one can stand for the sake of a hobby. "Flavia Swims," by Sigmund Spaeth, is a summer-sport-and-love story containing a new line of campaign. A Blue Ridge mountain story of extraordinary charm is "Mary," by Elizabeth Maury Coombs. A slick business deal carried through on British soil by an Ameri-

can is "Colonel Copp's Finesse," by Frank E. Verney. A touching tale of heroism in the Mexican War is "The Price of Victory," by Frances Douglas. "What Happened to Jackson," by Merle M. Hoover, is an amusing story of a lost wallet—told over telegraph wires.

Chain Store Consolidation in Chicago.

The Hazel Pure Food Co., a chain-store system backed by a big Chicago department store, has absorbed its only rival there, the United Food Products Co., and has

come into possession of the many retail groceries scattered over the "Windy City" by the former. The concerns represent a combined capital of \$1,750,000 and operate thirty-five retail stores, with more to be started in the near future.

Colorado cantaloupes are off, on account of larger receipts. The present range is \$1.50 to \$2 per crate, and the fruit is very good.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Man and wife, experienced in specialty advertising, wish joint proposition. Man as salesman, wife as crew manager or demonstrator. Food product or soaps. Reference and bond, if necessary. Salesman and Demonstrator, care E. S. Plows, 436 E. 138th St., New York, N. Y. 12

WANTED.—Specialty salesman calling on the grocery, drug and confectionery trade, both retail and wholesale, in Philadelphia and near-by territory, would like to get in touch with a good line for the above stated trade. M. J. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Salesman to call on wholesale grocery trade in Philadelphia to sell canned goods for Philadelphia commission house. Must have experience. Quote reference and salary expected. R. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 11

FOR SALE.

FOR SALE.—An old established corner, doing a good business in groceries, provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—Rare opportunity to engage in thriving, soundly established and highly remunerative business. Wholesale fruit and produce house in western Maryland. City of 25,000 population, covering numerous towns in rich coal regions and industrial points of four States. Offered for sale account owner retiring from business. This affords an investment of unusual quality and merits close consideration. Net profits in last six months, \$1,600. Business constantly growing, with unlimited possibilities for development. Here's a legitimate, practical, paying opportunity. About \$3,000 cash required. Be quick. "Produce," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Apples. Summer Rambos and other varieties. Handpicked. \$1.75 bbl. Send in your orders. W. B. Zullinger, Mt. Holly Springs, Pa. 11

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second St., Philadelphia, Pa. 11

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—An old established grocery, meat and provision store, with carefully selected fresh stock, fixtures, and thirty running feet of Walker Pivoted Bins, two tiers high; electric coffee mill grinder and pulverizer; rotary dried beef cutter; electric hamburger machine; large meat box, holding one ton of ice; fresh fish box; butter box. Caters to the best people in a suburban town about seventeen miles from Philadelphia. Rent, \$30 per month. Large store and cellar. Including four horses, four wagons, three large sleighs, all in first-class order. Owner wishing to travel. Price for the entire business, \$3,800. Will pay to investigate. L. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—Grocery store attached to modern ten-room house, also stable. Real estate will be sold for \$10,000, stock at inventory. Located seventeen miles from Philadelphia on the P. & R. R., population 600 and good surrounding country. Owner for thirty years desires to retire. S. H. W., "Grocery World and General Merchant," 727 Arch St., Philadelphia, Pa. 11

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can

easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying, established business investigate this one before looking further. About \$3,000 required; part cash and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty four years' occupancy has proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Sangers	@ 1.50	\$.60 sell @ .03	\$1.20
50 5-in. "	2.50	1.25 "	.05 2.50
70 6-in. "	3.50	2.45 "	.06 4.20
50 7-in. "	5.00	2.50 "	.08 4.00
40 8-in. "	7.00	2.80 "	.10 4.00
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

THE FLAVOR DE LUXE
MAPLEINE

Original and Distinctive

Flavors cakes, candies, icings, puddings, ice cream, etc., and makes a table syrup better than maple at a cost of 50c. per gallon.

SELLS ON MERIT
BACKED UP BY ADVERTISING
See Price-list

Order a supply from your jobber, or

Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.



SHOW THESE ONCE!

Anker's
Bouillon
Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed in a box ready for instant use with hot water.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Published every
Monday.

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Circulates in every
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and Canada.

AND

General Merchant

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English Co-operative Grocery Stores Succeed Because They Pay Clerks Starvation Wages

National Secretary Green Tells What He Learned While Abroad This Summer. Girl Clerk Gets \$4.25 per Week After Six Years Experience. A Suggestion That the Greater Purchasing Power of the English Dollar Should be Considered. National Association Will Investigate Lumbermen's Scheme to Unite All Retail Associations.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

September 13, 1911.

There has recently been held in England a co-operative congress. That is, a congress composing representatives of the different co-operative stores in England.

At this conference one of the principal questions discussed is the minimum wage paid to the employees of the system.

When the amount of wages paid to their employees is taken into consideration one can easily understand how they manage to pay the half yearly dividends which they now pay.

During my recent trip through Great Britain I paid special attention to the wages paid to the employees in the co-operative stores, so that when I read the report of their congress and find in there a resolution unanimously adopted expressing the desirability of the directors of the co-operative wholesale society putting into operation a minimum scale of wages for female employees commencing at five shillings per week at the age of 14 and advancing yearly by two shillings per week up to seventeen shillings at the age of 20, this to apply in all departments where no trade union rate for women existed, I am not surprised.

Can we imagine a firm of retail grocers in the United States employing a girl of 14 years at the wage of \$1.25 per week, or can we imagine this same girl after six years of experience getting the princely sum of \$4.25 per week at the age of 20 years.

These are the conditions existing in the co-operative stores owned and operated by the consumers of Great Britain, and which system we have flaunted

in our face almost every day. So far-reaching has this system become in Great Britain that there are to-day in many of the mills, workshops, factories and clubs as well as some places of worship co-operative buying exchanges which is carried on to such an extent as to seriously injure the retail shopkeeper and his position in the community.

A great many letters have been received asking information in regard to the letter and circulars being sent out by Arthur L. Holmes, secretary of the Lumbermen's Association, Detroit, Mich., calling a meeting in Chicago October 18th and 19th, for the purpose of organizing a federation of retail associations in all lines.

On August 29th at a special meeting of the executive board of the National Association of Retail Grocers, held in Watertown, Wis., it was decided that the national association would be represented at the meeting; that we would look into the question very thoroughly, after which we would send out a letter of explanation to all those connected with our association.

There is no question about the advisability of such a federation if organized along consistent lines.

The following committees have been appointed by President John W. Lux for the ensuing year:—

Legislation.—F. A. Dodge, Seventh and T. S., Washington, D. C.; Chas. Kramer, 219 Main St., Little Rock, Ark.; P. G. Hanson, Second St., Minneapolis, Minn.; J. A. Stulz, San Francisco, Cal.; N. A. Perry, Houlton, Ore.; W. M. Morgan, San Antonio, Texas; W. F. Pigford, Meridian, Miss.; Geo. Stadtlander, Fourteenth and Seventh Ave., New York.

Ways and Means.—J. F. Carver, Ogden, Utah; P. J. Murray, Pawtucket, R. I.; J. T. McKenny, 975 Flatbush Ave., Brooklyn; J. N. McLellan, Longmont, Col.; A. W. Bower, Spokane, Wash.

Trade Relations.—T. P. Sullivan, 2300 Seminary Ave., Chicago, Ill.; C. E. Beinert, Wymore, Neb.; J. A. Green, 305 American Trust Building, Cleveland, Ohio; J. W. Lux, cor. Rice and University Sts., St. Paul, Minn.

Weights and Measures.—W. H. Cook, 1515 Lagonda Ave., Springfield, Ohio; J. H. Hellweg, Hayward, Wis.; L. F. Padberg, 3901 Broadway, St. Louis, Mo.; Fred. Diers, Madison, Neb.; M. J. Doll, Louisville, Ky.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

NOTE.—Secretary Green's comparison of English and American grocery clerks' wages is hardly fair to the English, for the reason that the financial basis is much lower in England than in America and the purchasing power greater. An English clerk, for example, will hardly ever be paid more than 50 or 75 per cent. as much in money as the American clerk is paid, but his \$6 or \$8 per week will buy much more than that sum would buy in the United States, therefore he is not so badly off in contrast with the American clerks as the mere comparison of wages would make it appear.—Ed.

Food Crops Have Steadily Deteriorated Since June.

Average Condition Now 15.2 Below Average for Season. White Potatoes Worst, Cranberries Best. Farmers Getting More for Most Fruits and Vegetables Than a Year Ago.

The condition of all crops combined on September 1st in the United States was approximately 15.2 per cent. below the average conditions on that date, whereas on August 1st general conditions were about 14.6 per cent. below average, on July 1st about 10.7 per cent. below, and on June 1st about 2.8 per cent. below average conditions. Thus it appears that the present crop season has continued unfavorable as it progressed toward harvest. During the past month conditions improved somewhat in most Northern States, but declined in most Southern States.

A comparison of the condition of various crops on September 1st (or at time of harvest) with their average growing condition on September 1st of recent years (past ten years for most crops) is shown as follows (100 representing average condition and not normal):—

Cranberries, 109.8; lima beans, 107.0; apples, 106.8; watermelons, 105.1; lemons, 104.9; sugar cane, 103.1; oranges, 102.0; cantaloupes, 101.8; grapes, 101.7; pears, 100.2; sugar beets, 100.0; rice, 98.8; beans, 96.3; buckwheat, 96.2; peanuts, 94.5; sweet potatoes, 92.5; tomatoes, 91.8; sorghum, 91.2; corn, 88.7; onion, 86.5; cabbage, 82.8; oats, 81.1; peaches, 80.3; barley, 78.9; broom corn, 78.1; potatoes, 75.8; spring wheat, 72.0.

The above figures of growing conditions do not take into account the influence of changing acreages. Taking into account both acreage and condition, indications are that the wheat crop will be 5.0 per cent. less than the average annual production of the past five years; corn, 2.9 per cent. less; oats, 9.6 per cent. less; barley, 14.1 per cent. less; buckwheat, 1.2 per cent. less; potatoes, 19.0 per cent. less; rice, 5.5 per cent. more, and hay 26.0 per cent. less than the average production of the past five years.

Prices paid to farmers in the United States on September 1st compared with September 1st last year, for potatoes averaged 56.0 per cent. higher; barley, 34.6 per cent. higher; hay, 23.1 per cent. higher; oats, 5.2 per cent. higher; rye, 3.8 per cent. higher; buckwheat, 1.9 per cent. higher; corn, 0.6 per cent. lower; chickens, 6.0 per cent. lower; butter, 8.3 per cent. lower; eggs, 10.3 per cent. lower; wheat, 11.5 per cent. lower. Similarly prices on August 1st 1911, compared with the same date last year for cabbage averaged 30.7 per cent. higher; sweet potatoes, 29.1 per cent. higher; clover seed, 28.2 per cent. higher; onions, 16.2 per cent. higher; honey, 0.7 per cent. higher; milk, 0.5 per cent. higher; apples, 1.1 per cent. lower; beans, 3.1 per cent. lower; beef cattle, 5.4 per cent. lower; veal calves, 5.7 per cent. lower; lambs, 7.9 per cent. lower; sheep, 14.0 per cent. lower; hogs, 15.9 per cent. lower.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

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Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

\$2,500.00 In Prizes

To Increase Oatmeal Consumption

185 Prizes, Ranging from \$100 Down

Open to Grocers and Their Clerks

THE Quaker Oats Company starts its Fall advertising with a new innovation. See the October magazines and women's publications. They come out about September 25th.

We offer there 185 prizes, totaling \$2,500.00. There are five prizes of \$100.00 each, ten of \$50.00 each, etc. They are offered by us to those who send the best letters, illustrating the good which people get from eating oatmeal.

You men who sell oats should have a chance at those prizes.

Be sure that you see those announcements.

And notice this when you read such announcement: The object of our advertising—as it has been for years—is to increase the oatmeal consumption. We are not merely after existing trade. Nine-tenths of our aim is to increase the sale of oatmeal.

A recent house-to-house canvass which we made in twelve cities shows that two-thirds of all families are now using oatmeal. About half of them use it daily. Our object now is to bring this greatest of all foods into constant, universal use.

And that is for the good of all.

The Quaker Oats Company is doing more than all others to nurture the trade in oatmeal. It has done more than all others to make people like oatmeal.

Quaker Oats is, beyond any question, the finest oat food in existence.

By quality, by advertising and by right business methods we are constantly building the trade in oatmeal. If you believe that these efforts are good for you—and good for all—we ask you to help.

The Quaker Oats Company

CHICAGO

The New York Letter

May Compel Grocer to Pay License to Show Goods in Front of His Store. Oleo Wins Again. The Sugar Trust's Explanation of Price Increase. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, September 14, 1911.

The retail grocers' societies, both in New York and Brooklyn, held meetings this week with which they start the new season's work. At the Brooklyn meeting there was a discussion of the question of requiring a license for street stands of all kinds. It was pointed out that if the plan were incorporated in the form of an ordinance, as proposed, then the retail grocer would have to take out a license and pay a fee in order to have a stand outside of his store, although such stands are usually for purposes of display, while the sales are really made inside the store.

There are many instances, however, in which the grocer leases the right for a stand outside his store to another man and so the fruit and vegetable line on the outside is really a separate business.

The sentiment was against the proposal to require a license for these stands, whether the grocer conducted it himself or leased it to another. President J. T. McKinney was appointed a committee of one to look after the interests of the association in regard to the proposed ordinance.

As to stands in public places, not connected with stores, including those of curbstone dealers, and the peddlers with carts, many grocers believe that a substantial license fee should be required, since these dealers compete with regular storekeepers who pay taxes or rental.

Oleomargarine has won a sweeping victory, in a test case just decided by Justice Cochrane, of the Supreme Court, of this State. The case was brought by the State authorities against a firm of Albany grocers. It appears that all of the conditions were present for a fair test of the right to sell colored oleomargarine when the color is a natural accompaniment of the ingredients used.

There was no misrepresentation and none was alleged. The butterine was sold for exactly what it was to inspectors of the State Department. Leading counsel was engaged on both sides.

The court upheld the right of the grocers to sell the colored oleomargarine, since the coloring was not artificial and not introduced for deceptive purposes.

This completely overturned the claims of the State authorities. They claimed that as this oleo was yellow and therefore resembled butter that fact in itself made its sale illegal, no matter how the coloring was produced. The court even went to the other extreme and accused the manufacturers of white oleomargarine of bleaching the product.

John J. Guiton and Patrick Reilly were the defendants. They are partners in a retail grocery and market at Albany. The State was represented by Attorney-General Carmody personally. He was assisted by Henry Hirschfield, of Chicago, and they had the support of Dairy Commissioner Flanders and various experts.

The new management of the American Sugar Refining Co. is demonstrating its new attitude toward the public. Because of the advancing price of sugar there is naturally discussion and it seemed likely that the daily newspapers might get up some of the sensational articles that have often appeared when the prices of any of the necessities of life are put up for any reason.

Under such circumstances it was the part of wisdom for the company to take the public into its confidence by putting out what appears to be a perfectly straightforward statement of the situation, indicating that there is no "squeeze" and that the advance is unavoidable as far as the company is concerned.

Such a statement certainly tends to discount anything sensational: the newspapers are less likely to try to make a sensation now. Most of them will prob-

ably feel that the story has been told and that is enough for the present. The man who tells his story first always has the advantage in press work.

(The company's statement appears in another column.)

A certificate incorporating the Producers' and Consumers' National League, with headquarters at 63 Park Row, has been filed. The league is to endeavor to obtain legislation in the interest both of the farmer and of the consumer. The exact nature of such legislation is not indicated.

The incorporators are headed by Mayer Schoenfeld, 60 Second avenue.

Gum and chocolate slot machines in public places are being investigated by Commissioner Walsh, of the Bureau of Weights and Measures. He has been getting many complaints from people who drop pennies into machines and wait in vain for gum or chocolate to come out. It appears that the machines get out of order quite frequently and then people waste their pennies when they drop them into the slots.

The Commissioner also inspected the scales in elevated and subway stations and ferry houses. He found that a large proportion of these scales on which the people weigh themselves, thinking that they are getting their exact weight, are incorrect. These incorrect scales were condemned. They may be repaired and used again.

The Almeria grape campaign will begin before the end of this month. Several representatives of Spanish shipping houses have already arrived here so as to be on hand for the opening, and they are now renewing old friendships on the West Side.

About 17,000 barrels of the grapes are now on their way to this port on the "Madonna," due here on the 19th, and the "Alice" due on the 21st.

A meeting of the Board of Directors of the American Specialty Manufacturers' Association was held yesterday (Thursday) afternoon at which it was decided to hold the annual convention of the association on November 16th and 17th.

On the question of place the vote was so nearly even between New York and Chicago that the question was held open in order to give the directors who were not present an opportunity to vote by mail. After the votes of the absent members are received by mail an announcement will be made as to the place.

SUMMARIZED MARKET CONDITIONS.

Roasters are continuing their hand-to-mouth attitude in buying coffee. The brokers who expected that the country would finally accept the conditions and buy in the usual quantities are not so sanguine as they were. Reports from primary points are quoted both for and against a belief in the continuance of high prices, and the buyers seem as determined as ever to resist the present prices to whatever extent they can. Mild grades are quiet and steady, sympathizing with Brazils.

Refiners have been compelled to send up sugar to new high levels as a result of the higher prices of raws. The American is now quoting 6.75 cents for standard granulated; the Federal and Arbuckles were 7 cents, less 2 per cent, until yesterday, when Arbuckles advanced to 7.25 cents. Even at these prices refiners are discouraging new business. On contracts allotments are made and deliveries on all orders are from two weeks to a month behind. Brokers have been figuring on the additional profits that the refiners could have made on their early purchases of raws if they had not taken advance orders for the refined sugar and could now sell the entire output at the new level of prices. Some cargoes show margins between \$200,000 and \$300,000 at present prices over the contracts.

Early in the week there was an easy feeling in canned tomatoes, but this has given way to a firmer tone. The conditions are, of course, due to differences of opinion as to actual crop conditions. Brokers here say that they have been compelled to pay 85 cents for standard No. 3s and 65 cents for standard No. 2s f. o. b. factory, with the Baltimore rate of freight, and that all efforts to get concessions from these figures are unavailing. Some of the packers

trying to buy from competitors in order to fill early delivery orders, it is said. The local jobbers have not been moved from their complacent attitude, however, as to buying further supplies, and are mostly holding off for another week or two before facing large orders. Corn is quiet; peas firm with less urgent demand, and string beans firmer. Canned fruits are quiet, but there is no special pressure to sell and prices are firmly maintained. Local buyers are slow in placing orders for dried California fruits and the firm attitude of holders precludes any considerable business here at present. The brokers report that the inquiries from Europe, especially France and Germany, are frequent and indicate a heavy demand, because of the shortage of the crop abroad. These reports have given a stronger tone to the market, but while the holders are thus confirmed in their views the local jobbers show no indication of more active buying. Apricots are dull and coast conditions are said to be easy. There is only a moderate demand for peaches. Some of the brokers are predicting higher prices and say that the distributing trade will yet have to pay heavily at advances. Buyers are showing little interest in raisins. Currants are firm.

Spot canned salmon of all kinds is scarce and receipts are coming forward slowly. The demand is only of the usual extent, but it emphasizes the inadequate supplies now here. Many small sales of spot red Alaska at \$1.90 are reported, but it is said to be getting difficult to find sellers at that figure.

In flour there is a routine market, with spring wheat patents ranging from \$5.25 to \$5.50. The mills could perhaps book more orders by making concessions, but are generally unwilling to do so. There is a fair volume of trading in butter at prices about the same as a week ago. The gilt edged specials bring as much as 7½ cents. Considerable storage creamery is being used by jobbers and the top grades bring as much as the same grades in fresh creamery.

Receipts of eggs have increased this week. There is less activity among buyers, as some of them took a little more than they required last week. The arriving

eggs do not contain a large proportion of high grade eggs, however, and the fancy grades are in fair demand at steady prices. The fresh gathered Western extras are quoted at 25 to 27 cents; firsts at 21 to 23½ cents. For fancy nearby white eggs as much as 30 to 35 cents a dozen is paid by dealers having an exclusive trade.

FRED. A. MCGILL.

Pennsylvania News Items.

The Lock Haven, Pa., Business Men's Association applied for membership in the State Association. It is incorporated and has eighty members. Its officers are J. A. Simon, president; C. T. Rothrock, vice-president; W. A. Kinsloe, secretary; A. H. Kaufman, treasurer, and the following directors: C. H. Bresler, Allen Sterner, William Keiner, C. H. Dougal, David Salmon, Michael Denehy, J. D. Bowe.

First Rules Under New Jersey Food Storage Law.

The New Jersey State Board of Health, in furtherance of its crusade against the storing of decayed eggs in that State for sale as food, made two rules last Tuesday, acting in accordance with the new James cold storage law, for the guidance of warehousemen, putting up to them the responsibility for the purity of food products when they are given them for storage. The first rule adopted has to do with the egg matter, and the second rule relates to the storage of apples and articles put in containers. They are as follows:—

No materials in a state of decomposition or putrefaction or in any other condition which renders them unfit for food, shall be placed in cold storage in the same room or inclosure with articles intended for use as food.

When articles of food held in cold storage are removed from the packages in which they were contained and placed in other packages, the date of original entry into cold storage of such articles shall be placed upon the containers into which they have been transferred, and if articles of food which were placed in cold storage on different dates are packed in the same container, the date of storage of the article longest stored shall be placed upon the container to which such articles have been transferred.

White potatoes are a little easier, and now range from 60 to 70 cents per basket. This is a drop of about 10 cents.

\$14.25 for a Tea which
might cost you \$18 anywhere else

"THE ARDEN BLEND"

Pack in new lined barrels of 100 lbs. net, from good Foochow, Oolong, Congou and Green Teas. A fine "leader" for your Tea trade. Price \$14.25 barrel, net cash 10 days. In the present state of the Tea market this is unusual value.

Thomas Martindale & Co.

Tea Importers and Dealers
Philadelphia, Pa.



Your Year With Gurnse Butter

You, Mr. Grocer, who took up with Gurnse butter around a year ago, hasn't this twelvemonth brought you comfort? Hasn't it been fine to know, when a shipment of Gurnse butter came, that it was sure to be all right? Hasn't it been pleasant to see your customers delighted, to hear no complaints of bad butter, "Not a bit like the last"?

Gurnse never did and never will or can betray any grocer's confidence. It is a fancy dairy butter, fine in every grain and the same month in and month out. We aim at uniformity really as much as at high quality.

Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—35 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 SOUTH FRONT ST.
PHILADELPHIA, PA.

WITH THE EDITOR

One reason for the writer's firm belief that parcels post laws are sure to come in the comparative-ly near future is the alluring matter with which the American public is being fed by the magazines who want parcels post for two reasons: First because they probably believe it would be good on general principles, and second because they believe it would increase postal revenues and thus lessen the necessity of asking them to pay more.

As a sample of the matter that is called alluring, take the following extract from an article in the "Outlook," which comments on one in "Good Housekeeping," reciting the experiences of a party of European travelers who found the English parcels post a saving:—

"We bought 2 pence worth of strong brown paper, five yards of black calico to sew things in which would not wrap, a penny's worth of stout twine, then we went at lightening our trunks. The hotel clerk sent up a set of scales and we did as fine calculation over our merchandise as if it had cost the cent an ounce as it does here, instead of two cents a pound charged by liberal Britain. * * * Here are the contents of one bundle: Three wooden dolls, a lace robe, two pewter plates, one pewter teapot, a hair brush and mirror, a brass inkstand, three tartan photograph frames, six tablecloths, fourteen towels, a camera and two rubber hot bottles, all wrapped and stitched into a steamer rug which weighed four pounds. That was only one parcel—we sent a dozen through the Hereford post office: a Merry Widow hat in gigantic box, the postage on it was twopence; and all the helter skelter pick-ups from London shopping—shoes, gloves, a set of furs, a winter suit, two raincoats, an old clock, brass, copper and pewter, bric-a-brac and baskets, a Sheffield tray, ancient candle sticks and a mahogany footstool."

They soon found they had posted to the steamship company, to be held until they were ready to sail, fifteen bundles of all sizes, on which they had spent only \$1.25 in postage. When they reached the home port with their purchases the express company charged \$26.50 to transport from the dock to their home things which the generous British post office took off their hands for \$1.25. That is the sort of thing that the British parcels post will do for the prodigal traveler from across the water; for the native Briton it forms an almost indispensable accessory of his daily life. The famous short bread of Lhanbryde, the wonderful Harris tweeds spun by the crofters in the Western

Highlands, the soft, fleecy goods of the Shetlanders, the haddies of the fisher folk of Finnan, and the jams and jellies of tiny out-of-the-way villages are all marketed throughout the United Kingdom by post. "Everywhere," says the writer, "the British parcels post brings a market to the door of any British subject in the most out-of-the-world spot, if he has anything worth selling and knows how to sell it." "Where we went visiting," she continues, "our hostess wished to rent a vacuum cleaner for a few days. It came from London, with 20 cents postage on it and the rent began from the moment a postman handed it in at the door. I saw crated dogs, cats and pigeons in the post office, cans of milk, pots and pans, perambulators, guns, carpets, memorial wreaths, rubber boots, bundles of sheep wool, fiddles, hams, blankets and whisky."

American readers will get those comparative charges for doing the same work—\$1.25 in England, \$26.50 here—firmly fixed in their minds, and naturally they instantly begin clamoring for cheap mail rates.

The above article shows clearly that general parcels post would at once destroy all local trade barriers, and would enable any large mercantile establishment to thrust its fingers into the territory of every local dealer in the United States. Of course it would also enable the small merchant to do the same, but the privilege would do him no good, for he is not equipped to use it.

Many a grocer will envy his trade brethren of San Paula, Cal., who, as told on another page, have combined to cease the use of solicitors. The agreement lasts only until January 1, 1912. If by that date any party to it finds he can make more money by soliciting daily orders than by not soliciting them, he is at liberty to withdraw by giving thirty days notice to his fellows.

An amazingly large percentage of evils of the trade exist because one man begins them and the others are afraid not to follow. Sending out for orders is one. It is really helpful to nobody. It may save the dealer some bother in waiting on customers, but on the other hand it robs him of hundreds of sales which he would make if the cus-

tomers came face to face with the goods. More, it is expensive, and to maintain it he must charge more for his merchandise.

Neither is it helpful in the long run to the customer. Doubtless she finds it convenient to give her order without setting foot outside of her house, but she is inevitably paying for the convenience and more than that, she is getting poorer goods, where there is a chance for variation in quality, for not one grocer out of ten will send the same quality that he would have to give if the customer picked it out herself.

No, soliciting orders is an empty boon, and thousands of grocers would abolish it, to everybody's advantage in the end, if their competitors would also. Happy indeed are the competitors who, as in San Paula, all see the thing alike!

In every walk of life, even among clergymen, there are

knives, but except in the almost solitary case of grocers,

nobody thinks of blaming the whole industry for the sins of one poor representative. There are dishonest grocers, of course, but why should stuff be continually printed about the grocery business which insinuates that all are short weighters or deliberate sellers of adulterated or misbranded food? The following is a good example; it is from the last Sunday magazine of a chain of daily papers:—

Let regular buyers once discover that a dealer is treating them unfairly, and they will have no more of him. Once, I went for some sugar to our regular grocer, with whom we had been spending \$40 to \$50 a month. He asked, "A 25-cent bag?" I said yes, and asked how much I should get. "Three and a half pounds," was the reply. He explained that he sold most of his sugar in that quantity, and kept a stack of packages already weighed out. Indeed, he sold an average of 100 of these packages a day. Involuntarily, I put mine on his scales as I was going out. Including bag, string and all, it weighed exactly three and a quarter pounds. This bag happened to have been poorly done up, and I asked for another. That also weighed three and a quarter pounds. I made a mental computation (one-quarter pound of sugar at 8 cents a pound) which

showed that on sugar alone—by no means among the most important of his supplies, from the profit viewpoint—he was stealing \$2 a day from his customers. I asked for my total bill. Three of our neighbors, to whom we told the incident, also quit; and we had the satisfaction six months later of seeing the grocer move away. Two years later I saw him working as clerk for another grocer.

Now as the case of an isolated dishonest grocer, this is of no particular importance—as suggested, one can find a knave in all lines. But as a case indicating that this short weight thief was a fair representative of all grocers, the incident assumes much greater importance, and that is why the writer of the article used it so that that inference could be drawn.

Of course, the whole thing may be a lie—lies have been told in print before. Retribution overtook the wicked here rather too quickly and aptly for real life. Nevertheless, true or false, the harm done is the same.

There has been much discussion as to whether the inordinately high price of sugar will reduce the consumption. At today's market consumers would pay 7½ cents per pound for granulated, which is from 2 to 2½ cents, or 40 to 50 per cent., more than they have been accustomed to pay during the last few years. This is a heavy advance, although it appears much greater in percentage than in money.

Fundamentally any material advance in the price of a commodity curtails the consumption, but it is probably true that the curtailment is much smaller, if it is anything at all, when the advance is on such things as sugar, salt, pepper, etc. People can stop using eggs, meats and cereals, because there are substitutes, but there is no lawful substitute for sugar, and it is inconceivable that a consumer would use half the usual quantity of sugar in his coffee or on his cereal. Preferably he would completely drop foods containing sugar, though surely he would do that only when

Blaming Ten Thousand for the Sins of One.

High Sugar Prices and the Consumption.

gar got absolutely beyond his reach.

The writer therefore believes at the advance in sugar will make little or no difference in the consumption, and he is strengthened in this opinion by the fact at the increase which it will cause in the cost of living will be exceedingly small. A housewife who uses six pounds of granulated sugar per week—probably not far from an average family consumption—stated during the week that up to that time she had paid but 1 cent per pound more for sugar than usual. The weekly increase to her was therefore but 6 cents, which was surely not sufficient to create any pressure to reduce the consumption. Even if it doubles, the difference is but twelve cents, which is an amount to very few people who use granulated sugar at all.

New Concord grapes from New York State range from 9 to 11 cents. Jersey Concord are cheap at 35 to 40 cents per truck basket. Delaware grapes range from 10 to 13 cents. Grapes are abundant and selling well.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Having An Ideal Man.—When a fellow gets along to be 25 and has settled down to live and learn he has surely met somewhere or other his ideal man—a man who is all honor, who is wholesome, happy and a financial success.

That's the man to imitate. That's the man to watch and study and talk with if possible.

To be sure, we can read about such lives and such reading "remind us we should make our lives sublime," but coming in contact with real success at close range is, or should be, most inspiring.

If you were asked to-morrow to sit at the desk of your ideal man and assume his duties how near would you qualify?

If you have the right ambition,

and sir, there is no question as to your being "asked" some day.

But if you make no attempt to learn the things he learnt, or to live the correct life he lives, your chance will be very improbable indeed, and the sooner you know it the better.

Some Things People Will Be Buying Very Soon.—It's time to make your fall season display. It's most important to introduce your new and your old brands early because experience tells us that customers don't switch off much on reliable stuff after you get them started.

Show up griddle cake flour, syrup, molasses, mincemeat, flour, candles, canned peas, soups, clam

chowder, sausage, canned sauer kraut. Many of these things will be written about in later articles giving you selling suggestions.

Keep at the Coffee Stronger Than Ever.—Even though the price has advanced don't encourage drinkers of high-class coffee to use Santos—you may lose them altogether. If they insist on a lower price better sell a compound which can be composed of Maracaibo and roasted and ground wheat. But *sell* it for a compound.

"I Can Beat Your Price On Lard," says the little cash buyer.

"Yes, but are you talking about the best lard? There's compound and there's pure lard. There's best lard, so-called, and there's leaf lard, which in reality is the best."

"What does 'leaf' mean?"

"Why, it means the leaves or thin layers of fat rendered down just as taken from the hog."

"For frying purposes especially, this is the cheapest to use. It's all substance and very sweet. This is the kind I quoted you, although we have the other."

MR. ENTERPRISING GROCER!

Dandelion Brand Butter Color Makes Butter Sell on Sight

And, besides, the advantage of handling it is two-fold. You sell it to your butter making customers and then sell their butter.

In this way you realize two profits instead of one. Dandelion Brand Butter color never needs "pushing"—the customer's increased sales makes him come back to you for more.

So it's a co-operative scheme that works both ways. Dandelion Brand gives butter a glorious golden color, quickly recognized by the purchaser. Every butter maker of any consequence has been using it successfully for years.

It never turns rancid or sour. Neither does it affect in the slightest way, the taste, odor, or keeping qualities of butter.

Endorsed by every authority. Safe in action. Uniform in color.

Prove it to your Profit—by sending us an order for Dandelion Brand Butter Color.

**Dandelion Brand Butter Color is
Endorsed by All Authorities**

Dandelion Brand
Purely



**Dandelion Brand Is the Safe and
Sure Vegetable Butter Color**

Butter Color
Vegetable

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all Food Laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Sweet Potatoes in Virginia.

Patton, Pa., Sept. 4, 1911.

To the Editor.

Dear Sir:—Will you kindly advise the name of some parties that sell sweet potatoes in Virginia, also the names of some fruit and produce journals?

Yours truly,

THE SPOT CASH STORE.

The following firms probably handle sweet potatoes since they are fruit and vegetable dealers: James D. McIntire & Co., Richmond, Va.; J. M. McCoach & Co., Huntington, Va.

The "Fruit Trade Journal and Produce Record," of New York City, is a good fruit paper.

New York and Philadelphia Potato Quotations.

Hallstead, Pa., Sept. 7, 1911.

To the Editor.

Dear Sir:—I note that you say potatoes were 70 cents last week and 60 cents the previous week, while New York commercial quotations range from \$2.75 to \$3 per barrel. Please explain.

Where can I get the best estimate, most reliable, as to the probable yield in United States and Canada as compared with former seasons?

Thanking you for any enlightenment.

Yours very truly,

V. D. HAND.

There is no doubt that the Philadelphia quotation for white potatoes, on the day mentioned, was 70 cents per basket. Since there are five bushels to the barrel, this was equivalent to \$3.50 per barrel, or 50 to 75 cents more than you say New York quotations were on the same day.

First, are you sure it was the same day? Second, even if you are sure, there may be two explanations of the difference: The fruit and produce markets are peculiarly affected and controlled by local conditions. The New York and Philadelphia markets often vary more widely than this. The Philadelphia potato market, for instance, is very importantly

affected by the demand from the chain stores.

It is quite possible, therefore, that both quotations were correct. Or both may not have been correct—the New York paper may have been wrong; it often is, incidentally.

What a Chain Store Pays for Its Coffee.

Boston, Mass., Sept. 8, 1911.

To the Editor.

Dear Sir:—Glancing over your issue of the 4th inst., on page 9, as you end the article headed: "Can't Change Their Coffee Blends Either in Quality or Price," I notice you say "the large chain store's 20-cent coffee need not cost it over 14 to 15 cents to-day roasted." If the party who wrote that article knew what he was talking about he would have said 13½ to 14½ cents green, which means 16½ to 17½ cents roasted, and he would not then say that the chain store could sell a coffee at 20 cents and make a living profit.

I should be pleased to see a correction made of this statement and have the facts as they are and not mislead anybody to think that the chain stores get goods so much cheaper than the ordinary dealer.

Yours truly,

GEORGE S. WRIGHT,
President and Treasurer Dwinell-Wright Co.

Possibly the estimate of 14 to 15 cents roasted was too low, even for a large buyer. Certainly it is too low for to-day's market, although the article Mr. Wright mentions was published two weeks ago, when the market was lower than it is to-day.

But even on the basis of Mr. Wright's own figures, the writer isn't sure that this journal will have to take water. The point this journal made in the article referred to was the advantage which the large chain-store buyer of coffee had over the small grocer, in buying, for instance, a coffee to retail at 20 cents. Mr. Wright says the chain-store buyer can't buy such a coffee, as

this journal claimed, for 14 to 15 cents, but he admits he can, or could at that time, for 16½ cents roasted. This he says would not leave a living profit.

The chain-store that bought coffee at 16½ cents and sold it at 20 cents would make 3½ cents or 21⅓ per cent. gross profit. If its expenses were 12 per cent. the balance of 9⅓ per cent. should certainly be considered a living profit.

As to "Goods Advertised to Your Customers."

Battle Creek, Mich.,

September 8, 1911.

To the Editor.

Dear Sir:—We have just been looking over your issue for September 4th, and particularly the article on page 8, "Goods That Are Being Advertised to Your Customers." This is a good stunt and is bound to be of interest to your readers.

It occurs to us, however, that you would doubtless get much more satisfactory information by addressing a letter to the publications that you wish to mention and securing from them a compilation for the entire year. This would be fairer to the advertisers in general, we are inclined to think.

We have nothing to complain of, as it seems that Kellogg's Toasted Corn Flakes is mentioned about as much as any other one product in your compilation, but just as an example we call your attention to the fact that Kellogg's Toasted Corn Flakes is not mentioned in the compilation for the "Woman's World," "McClure's," "Collier's Weekly," "Saturday Evening Post," "Outing," "Pictorial Review" and "The Columbian," although by consulting our records, we find that we are spending a trifle over \$60,000 this year in these publications.

Distributed as follows: "Woman's World," \$17,500; "McClure's," \$4,100; "Collier's Weekly," \$8,800; "Saturday Evening Post," \$22,000; "Outing," \$500; "Pictorial Review," \$5,142; "The Columbian," \$1,300.

I am sure that the advertising managers of these publications, or of any list that you might choose to select, would be glad to give you any sort of a compilation that you might desire and there is no question but that this would be of considerable interest to your readers.

Yours very truly,

KELLOGG TOASTED CORN FLAKE COMPANY,

R. O. Eastman.

We propose to get around this very point by publishing such an article once a month, obtaining the necessary information from

the magazines of the current month.

Makers of Salesmen's Bags.

Lebanon, Pa., Sept. 13, 1911.

To the Editor.

Dear Sir:—Can you give me the names and addresses of manufacturers of traveling salesmen's bags?

Thanking you in advance for same, I am,

Yours truly,

ROBERT L. EBY.

C. A. Dickson, 637 Market street, and Leatheroid Manufacturing Co., 923 Arch street, both Philadelphia, Pa.

Another View on Borrowing Money to Discount Bills.

Clifton Heights, Pa.,

September 12, 1911.

To the Editor.

Dear Sir:—When you say, on the first page of a recent issue:—

The merchant who borrows money to discount bills doesn't "rob Peter to pay Paul," as one suggested last week; he borrows money at 6 per cent. to make 20 or 30 per cent. on,

you are right, and that is not all or the most. The first price to such a model merchant may be a greater saving than his discounts. He is sought for by sellers and offered the world's best

Yours,

R. B. CHIPMAN.

Another Thinks So, Too.

Baltimore, Md., Sept. 14, 1911.

To the Editor.

Dear Sir:—On the front page of your issue of September 11th you state:—

"The merchant who borrows money to discount bills doesn't 'rob Peter to pay Paul,' as one suggested last week; he borrows money at 6 per cent. to make 20 or 30 per cent. on it."

You might further state that he not only saves this money, but puts himself on a good credit basis whereby he can buy goods cheaper.

There is no manufacturer or jobber to-day, selling a general line of specialties, who hasn't two prices—one for those who pay in 30 or 60 days after bills are due, and another for those who discount their bills.

The retailer must know this.

We also note on page 10 your answer regarding "Collier's Weekly." We think it is right to the point and that you did the right thing to answer them as you have done.

It is a question whether one in twenty-five of the manufacturers throughout the country ever sees "Collier's." Our attention was called to it by one of our salesmen in the West, asking why we were not listed. He took it that Col-

had examined a large quantity of goods and this statement was the result. He wanted to know what we were going to do about it. You can readily see how unjust

a publication of that kind is to other manufacturers.

Again thanking you for taking it up, we are,

Very truly yours,
McCORMICK & Co., Inc.

The Soaring Sugar Market and Its Cause and Meaning

Higher Now than Any Time Since 1889, When Granulated Was 9.06 Cents. Short Crops in Cuba and Europe the Reason. Consumers Buying in One Hundred Pound Lots. Relief May Shortly Come. American Sugar Refining Co.'s Statement.

Readers of this journal have been kept posted from week to week regarding the rapid upward movement of the sugar market. Sugar is at present higher than at any time within the last twenty-two years, with one exception. At the present writing the Philadelphia market is 6¾ cents for granulated, and the New York market is 7 cents. This is the highest price since 1889, when granulated was quoted at 9.06 cents net cash.

The advance in refined sugar since July 1st, when the present movement began, has been 1¾ cents. Practically all of this was made necessary by the advancing raw market, raws having advanced 1.7 cent per pound in the same time.

The great scarcity of sugar has led to some remarkable experiences. Raw sugar has been so scarce and high that the refiners

have bought as little as they could, and in consequence their production has been cut down and they have reduced the orders they have received, delivering in many cases only a small part of the sugar wanted. It has required the closest figuring to keep up stock under these circumstances. To illustrate what happened when the figuring was not close, it developed during the week that the Childs' store at Salem, N. J., had been entirely out of sugar for nearly a week. A West Philadelphia grocer telephoned a jobber one day during the week that he must have more sugar at once, that he had already that day sold four barrels over his counter, and his customers were buying sugar in 100-pound lots.

The cause of the whole flurry is actual scarcity, starting with the last Cuban crop, which was 400,000 tons short of expectations.

This 400,000 tons the refiners sorely needed, and to get sugar to take its place they had to go to Europe, where the crop was also short. The European shortage is estimated at 1,500,000 tons. Outside of Russia the European crop is 40 per cent. short, on account of bad weather. Speculators have seized hold of the market, and while there is a strong undertone, due to bona fide conditions of supply and demand, the market is nevertheless dangerously speculative.

Some authorities think there is a large invisible supply, that is, sugar in the hands of retail or wholesale buyers. One well-known authority on the subject declares that the refiners delivered more sugar in June, July and August than ever before, and that all this volume of sugar could not have been consumed, because the fruit crops were not large enough. The jobbers certainly haven't got any of it left, so if it is still unconsumed it must be in the hands of retailers.

There is reason to believe that the present high prices will not continue very much longer. The new Cuban crop is coming on, and is expected to be 400,000 tons larger than last year. The current beet crop is 50,000 tons ahead of last year and the Louisiana crop is also 50,000 tons more. All these increases will help; in fact the new beet crop is already helping, for new crop beet granulated is now being shipped from Cali-

fornia as far East as St. Paul, Minn.

The American Sugar Refining Co. has issued the following statement on the sugar market during the past week:—

The present advance in the price of sugar is of deep concern to every household in the land.

The American Sugar Refining Co., which produces 42 per cent. of the refined sugar consumed in these households, and, therefore, shares their interest in the situation deems it timely to record publicly its understanding of the advance and its own policy in connection therewith.

The crop just harvested in Cuba shows a shortage of about 300,000 tons from the previous crop—a direct loss in our supplies, as these sugars come to the United States almost exclusively.

Long-continued heat and drouth in Europe, corresponding closely to the untoward summer weather conditions in this country, have so seriously impaired the growing beet sugar crop of France, Germany and Austria that estimates of a reduction of from 1,000,000 to 1,500,000 tons or more—nearly one-fifth—in the supplies of Europe are generally made.

This threatened scarcity has caused excessive speculation in Europe and has advanced the sugar prices at London and Hamburg—the leading sugar markets of the world—1¾ cents per pound since June 15th, while growers of cane sugar, in the face of an anxious demand and a certain shortage in the beet product, have similarly advanced the price of their product 1⅞ cents per pound in the same period.

The American Sugar Refining Co. does not own an acre of cane sugar land, nor does it produce a pound of raw sugar; it depends for its supplies of raw sugar upon the growers of Cuba, Porto Rico, the Philippines, Hawaii, Java and other sugar countries. It has, in common with all other refiners at home and abroad, been compelled to secure its supplies from these sources at constantly advancing prices.

On June 15th raw sugar could be secured at 3.89 cents per pound.

(Continued on page 22.)



That you place an order with us NOW. We will delay shipment if you wish us to, but the quicker you get our goods in stock the better. You will find our line trade winners.

SYRUPS—The market on syrups is higher again. About a month ago we advised the purchase of syrups and have sold more syrup during the last thirty days than we ever did before in the same length of time. Our brands are well known and run uniform in quality. *Royal Table Syrup, Gilt Edge, Extra Amber, White Clover, Challenge, King "B,"* etc. We have a special in *Fine Pure Sugar Syrup*. This is light in color, good body and a fine sweet flavor. Price, 24 cents per gallon. If you can sell pure sugar syrup you should not miss this. We carry a good line of New Orleans Molasses.

SEEDED RAISINS—Just received from California Owl Brand Fancy Seeded Raisins, 36 1 lb. packages, per lb. 9¾. In transit, due October 1st: Ensign Fancy Seeded Raisins, at 9½ cents; Choice Seeded Raisins, at 9 cents. Both freshly seeded stock and desirable goods.

N. Y. PLUMS—We offer a lot of fancy New York State packing of Egg Plums and Green Gage Plums, under the Golden Wedding label. They are No. 2½ cans, packed full of delicious ripe fruit and packed with a good syrup. Price, \$1.25 per dozen.

Write us for prices of New Norway Mackerel. Due October 10th.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

THE STROLLER'S COLUMN



My Way of Shunting Off a Bad Partner.

Did you read that article in the last "Grocery World and General Merchant" on how to get rid of a bad partner?

I've got a scheme that beats that all to shucks. I could have told the editor, too, if he had asked me. But he thinks that no fat man can give anybody advice. He's all wrong, about me, at least, for I'll tell him straight, I can give people a darned sight more advice than they want.

My scheme for getting rid of a bad partner is not to get one.

The fellow who finds out that he's really got a good partner—the man he'd make to order if he went out to do it—he's the happiest fellow in business. For there ain't anything so comfortable in business as to be able to chew things over with somebody as much interested as you are, and with as much brains.

But as for the fellow who don't draw that kind of a partner—why I'd rather have a boil on the back of my neck that never went away. Give you my word.

Here's some cases that I know all about:—

I know a firm with two men in it. One of 'em's sober and on the job all day long. The other one's a drunken sport. He don't half tend to his work, and the sober one has to carry about three-fourths of the load. By load I mean work, but he has another load to carry, too—the load that's on his mind of having to stand for a partner like that. Why don't he get rid of him? That's what I've blown at him a thousand times. I admit it ain't so easy—their wives are sisters.

I know another partnership where one of the partners is a little, wiry bunch of springs that is busy at something all day long. The other one is as lazy as an old tomcat. He works when he can't

get out of it, and *can* work all right, but most of the time he sits around and lets things go and puts things off. He's a lazy shirk, to come right out with it, and his little partner does a heap more than he has any call to.

I don't know whether you fellows can get on to the awful chafe that little man is under of seeing his partner loaf while he works, but I can. You take it from me—it comes pretty close to spoiling all the pleasure of his life. At least, the business end of it.

Why don't *he* get rid of him? I've said the same, but after all's said and done, it ain't so easy. Still, I wouldn't work under a load like that if I had to go out and break stones.

There's still another firm where one partner is a regular old woman about keeping himself and the store slicked up, and the other partner wears one collar a week and washes when his wife says she'll get out if he don't.

Can you see those two loving companions getting along like bugs in a rug?

Of course the rubbing here is on the clean man's side—the other fellow'd get along all right, if he could be let alone. And he mostly is let alone, for you can't very well tell your own partner he's dirty unless he's littler than you are. So he don't mind it much. But the clean man—it's like something rubbing him all day long and whenever he wakes up and thinks about it in the night.

I see you getting ready to ask me again—why don't he get rid of him? Well, in this case the only thing against the soiled partner is that he's soiled. He's a good worker and the best fellow generally that ever was. Poor old Jim! Personally, I'd rather do *anything*, if I was his partner, than

say "Jim, you're so filthy about yourself I can't stand it—we've got to cut apart." Why Jim would be so blistered about it he'd never get over it.

Maybe it would be better if there was a straight show-down like that, because now the other fellow has to keep it shut up tight inside of him.

Except when he lets it out on me. Only the other day, when I was in the store, he came across to me and said:—

"Did you see Jim's shirt under the arms? He's worn that one shirt through all this hot weather since last Monday! By —, it makes me wild!"

"Why don't you tell him?"

"Oh, I can't tell him!"

"Why don't you have a decent talk with his wife about it?"

"She isn't the kind of a woman you could do that with. She'd get up in the air in a minute and start Jim off. Besides that, she's just as sloppy as he is."

Why I could write on here till dinner time, just telling about the badly married partners that I *know*. They were never meant to go together, they don't fit in harness any better than a horse and a cow. In most of these cases neither one of the partners is happy, still they feel that they can't cut apart.

No, sir, the best way to get rid of the wrong partner is not to tie up with him. I'd no more go into partnership with a fellow that I hadn't worked with and knew all about than I'd marry a woman that I'd only known a minute and a half.

THE STROLLER.

Want to Help Along Campaign Against Express Companies.

Offers to assist the Interstate Commerce Commission in the proposed express investigation are pouring into the offices of the

Commission at Washington. The Minneapolis Traffic Association has written that it is at work collecting evidence and to ask that Minneapolis be designated as one of the points at which a part of the hearing in the express matter be conducted. Besides this, offers to give testimony have come from various private sources. The Abingdon Produce Co., of Abingdon, Va., has expressed a desire to submit testimony. Likewise Dr. Cecil French, a large shipper of live stock, of Washington, D. C., has offered evidence; C. Walters, of No. 48 East 92d street, New York City, has offered to give some valuable testimony.

Tomatoes are rather cheap. Canners are paying 18 cents per basket, and the regular jobbing quotations are 20 to 35 cents. The demand is good.

New Crop California Almonds Fall Flat Up to Now.

Price Fifty per Cent. Above Normal and Lower Price of Imported Nuts, Combine With Surplus Stock of Old Nuts to Make Eastern Demand for 1911 Crop Nil Up to Date.

The producers of California almonds are reported to be considerably disgruntled over the failure of the Eastern buyers to take hold of them as usual. Prices on new California almonds opened this year as usual in July. Under ordinary conditions buyers would have bought their season's wants at once. This year prices were so high that they have practically bought none at all. Instead of Nonpareils being around 12 cents per pound f. o. b. San Francisco in a large way, this year's price is 18½ cents. All packers agree that the crop will not be over one-half.

Another reason there have been no sales is that considerable of last year's California almond crop was left over. Last year's price was high also and the nuts did not clean up. Large quantities of them have been in cold storage for months and will have to be sold before new nuts will be ordered.

Foreign almonds are cheaper than last year, and they have therefore sold largely, being helped by the high price of Californias.

Tells Who Sold the Most



ONE of the grocer's hardest problems is keeping clerks interested in selling goods.

A modern National Cash Register tells how much each one sells. This creates a friendly rivalry which results in increased sales and increased profits to you.

Modern National Cash Registers give you information about clerks' ability, honesty, industry and accuracy.

They tell which clerk sells the most goods and who makes the mistakes. This will enable you to know which clerks are the most valuable to you—you can regulate salaries according to merit.

Write for more information about how one of these registers will increase your profits

The National Cash Register Company
Dayton, Ohio



CXX.—The Law as to Stealing Other Firms' Employees.

Seattle, Wash., Sept. 1, 1911.

Elton J. Buckley, Esq.

Dear Sir:—If it is a proper topic for an article in one of your series on legal phases of business, why not discuss what rights an employer has against a man or a firm who tempts away one of his employees. I have had this happen to me a number of times, several times greatly to my injury. In thinking it over, it has occurred to me that a business man should not be compelled to endure outrages like this and that there ought to be a remedy. I want to know the law on the subject, also, so that I will know my rights in going after the other people's employees if they continue to do the same with me. Very truly,

OSCAR L. BERGMAN.

This is indeed a worthy topic for discussion, and a timely one, as several cases along the same line have recently occurred within my own jurisdiction.

Decidedly an employer has rights against those who steal his employees—if he has been careful to safeguard those rights so that they can be enforced.

To begin with, every man who employs men or women should make a written contract with them. I don't mean as a rule with such employees as ordinary laborers, but with all employees of any importance. The present custom is to make contracts only with somebody like heads of departments, but it is a mistake. The making of a contract is a simple matter—blank forms can easily be provided, and once the employee's name is on one of these there is a legal agreement with which no one can tamper except at his peril.

Many a lost and valued employee would have been held had there been a contract. In most cases of ordinary employees there is not even a verbal understanding as to the length of time the employment is to last. The salary is fixed, and the time when the work is to begin, but nothing more. Of course both parties believe it will last as long as mu-

tually agreeable and satisfactory, but unfortunately this is not a contract which the employee is under obligation not to break, and which any third person can be proceeded against for interfering with.

There are some cases that hold that the existence of a contract will be implied if the stolen employee was actually in his former employer's service, but my advice is to put every employee under contract if he is likely to become so valuable that you won't want to lose him.

Don't avoid making contracts with the rank and file of your employees because of an idea that you are assuming an obligation which may prove irksome later. That is really not the case. A contract of employment is always conditional upon the employee rendering satisfactory service to the employer, and that is so whether it is mentioned in the contract or not. It is fundamental. Even if this were not so, it would be quite easy to include such a provision in the agreement. A plain agreement in writing between an employer and employee, without interfering in the least with the right of discharge in case of unsatisfactory services, gives a chance to protect one's self against persons who tempt an employee to break his contract and go to another employer.

Consider a case where A has hired B for one year, a written contract having been executed between them. Some time during the year C offers B a higher salary, and B breaks his contract and joins C's service. In the average case the employer does nothing, because he is under the impression that his only action is against B, who, as he says, "has nothing." He should know that he probably has a perfect action

against C, who very likely does "have something." I say probably, because C can only be proceeded against if he took B away knowing he was under contract with A, or if he did not know it at the time, if he retained B after he was told of it. If either of the above facts is established, A can go after C in a suit for damages, and can recover all he can prove that he suffered. The technical offense of which C would have been guilty is interference with the contracts of others.

Of course the law allows some little latitude in these matters for competition and the natural rivalry between employers. Under some circumstances if A and B are face to face, in the act of making a contract, and C persuades either party to refrain to make it, the other has an action for damages. Also, in some cases where A and B have already made a contract, subject to be terminated at the end of a year, or to be renewed at the option of the parties, if C persuades either party to terminate it at the end of the year, he is liable for his interference, provided the party so persuaded would have renewed it if let alone.

The law as to business contracts, however, especially contracts between employer and employee, does not go that far. Suppose A has hired B for one year, contract to be renewable if both parties agree. Shortly before the year ends C persuades B not to renew and to come with him. He has done nothing illegal, and A has no action against him. So if A is about to hire B on a contract, and C persuades B not to sign, but to take a position with himself, in this case also C has not exceeded his rights.

Another class of cases in which contracts with employees come in

very handy is in case of strike.

The average employer who makes no contracts with his employees is usually helpless if some trades union induces them to strike. But if he has a contract with them all he needs to do, in case of attempted strike, is to notify the union of the existence of the contract. If the union call the employees out in face of that, it can be proceeded against for interference with others' business agreements, and this is the law even though the persuasion of the union was absolutely peaceful.

There are large concerns who compel every man in their employ, in whatever capacity, to sign a printed blank when he takes service. This blank amounts to a contract, and if he strikes while it is in force, the labor union that compelled him to do so can be proceeded against.

(Copyright, September, 1911, by Elton J. Buckley.)

Question: A. S. Reidenbach, Lancaster, Pa.—On August 2, 1911, I applied to the Commonwealth Casualty Co., of Philadelphia, for a health and accident policy. When I received the policy and examined contents, I found they had my occupation as "selling goods over counter, not porter." As I do all my work myself I objected to the policy reading that way.

In section 11 there is a clause reserving the right of the company to cancel the policy at any time. I also objected to this part.

I paid a membership fee of \$3 and a monthly premium of \$1.25 with my application. I cannot use the policy, but can I get any part of my money back? I returned policy and asked to be refunded, but have not heard from them.

Answer.—Examination of the papers you send, including a letter sent you by the Commonwealth Co., shows that the company make the following explanation as to why they describe your occupation as "selling goods over counter, not porter":—

The information we get from this application is that you are a merchant engaged in the grocery business and that your duties in connection with this business is such as falls to the lot of any man engaged in a similar business. If you are the proprietor of the business you could not be classed as a porter, because the kind of work required of a porter, as the term is generally understood, is quite different from that which falls to the lot of the proprietor of a grocery store. The words "not porter" should not have been made a part of this contract.

We can overcome this feature by preparing for you a new application with this omitted.



Good Profit on Good Goods

So far as we know, no grocer has ever complained at the profit he made on Rumford Baking Powders. They are regarded everywhere, we believe, as one of the few lines that have been let alone by cutters, and still pay the whole trade a satisfactory return.

Of course that gives any grocer great satisfaction in selling them, but he will get even more satisfaction when he reflects upon what sort of products Rumford Powders are. They are composed of phosphates, starch and soda, and they are therefore not only leaveners, but foods. The average baking powder is made only of chemicals.

Rumford Powders are also unique in this—they are baking powders that nobody has ever said anything bad about.

Rumford Chemical Works
Providence, R. I.



So that the company are willing to yield to your objection, and to give you a new policy with the words "not porter" omitted. Personally, it doesn't seem to me very important whether those words were in the policy or not.

You also object to the clause giving the company the right to cancel the policy at any time. All insurance policies contain that clause, and you are therefore asking the Commonwealth Company to violate the universal rule of the insurance business. That I am sure they will not do, and I am also clear that their refusal to do so is not good ground for demanding a cancellation of the policy. The law presumes when you apply for a policy that you are willing to take the type of policy always given in similar cases.

In my judgment you have no ground whatever—now that the company has met you on the "not porter" complaint—for asking either a cancellation of the policy or your money back.

Question: J. B. N., Philadelphia.—I bought out the stock, good will and fixtures of a store in this city, receiving a bill of sale from the party I bought of. This bill of sale does not specify any particulars as to the fixtures, nor is there any particular thing excepted.

Recently I notified the owner of the property that I would vacate the premises at the expiration of my lease, at which time the owner intends to go into business at this stand again. The party from whom I purchased was the tenant that the owner originally sold the stock, good will and fixtures to, the tenant later selling same to me. Their bill of sale reserves nothing of the fixtures, and they sold all to me, as stated above.

Now, the owner of the property claims that the shelving and counters were not sold, but are a part of the real estate, or building, and being tacked or nailed up must remain on the premises. I claim that I bought them, and as the owner reserved no part of the fixtures in the bill of sale to the party I bought from that I have a legal right to sell them or remove them. Please advise me on this.

Answer.—This illustrates the danger of giving or taking a bill of sale which does not specify exactly what passes. Since the bill of sale offers no help in fixing your status, we will have to go to the facts of the case, which you will know better than I.



SKIPPER SARDINES A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

We Are Headquarters for

FRUIT JARS

Mason—Banner—Lightning

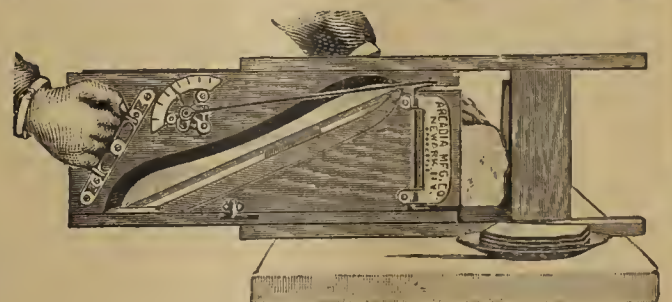
Lowest Prices—Best Quality—Prompt Shipments

FISHER, BRUCE & CO.

No. 221 Market St., Philadelphia

SWISS CHEESE SLICING MACHINE

Also used for Bologna
and Smoked Meats



PRICE, \$3.50

LARGE LINE OF SCALES, COFFEE MILLS, TEA AND SPICE CADDIES

WRITE FOR ILLUSTRATED CATALOGUE

H. F. HEACOCK, 51 N. 2d Street, PHILA., PA.



Try This on the Worn-outs

¶ Nobody who hasn't tasted Wheatena has any idea that a breakfast food can be so delightfully palatable. It is quite different from all the rest.

¶ If a customer has cut out all breakfast foods ("my family are tired of them") try her with Wheatena; if a customer has never eaten breakfast foods ("never saw any I wanted") try her on Wheatena; if a customer looks vaguely around the shelves for something new in breakfast foods ("don't seem to have an appetite for those things in the morning") try her on Wheatena.

¶ If Wheatena once gets in, your work is over. It'll repeat forever.

The Wheatena Co., Rahway, N. J.

I understand that the owner of the real estate in which your store is located originally conducted a store there himself. He sold his stock and fixtures to the man who later sold to you. Whether the counters and shelving were included in the first sale depends on the circumstances of that sale. Something must have been said between the owner and his buyer as to whether the counters or shelving passed or not. It is important to find what that was, because it is really the crux of the case. If it was understood between the owner and his buyer that the counters and shelving passed with the other fixtures, they did pass, and passed again to you when you bought. If there was no such understanding, the shelving probably passed to neither of you, though there is much reason to argue that the counters did, for counters are usually considered personal, movable property, while shelving is oftener attached permanently to real estate and considered a part of it.

If there was no clear understanding, either express or implied, that the counters and shelving passed in the first sale, the owner has some ground to argue that they are a part of the real estate. In that case you have no case against him; for you simply assumed you were getting more fixtures than you were. If, however, the man who sold to you represented either directly or indirectly that you were getting the shelving and counters when you were not, you can arrest him for false pretense, if he did it wilfully, and can sue him for their value if he did it ignorantly but not wilfully.

If you have a sweeping bill of sale reading "all fixtures on premises," or something like that, then in my judgment there is enough in your position to do a little fighting. I should see the man from whom you bought and find out how his bill of sale read and what he thought he was getting under it.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this

office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published un-

less there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

How a New York Grocer Applied Scientific Management to His Own Store

Was Facing Failure When He Learned that His Clerks Were Wasting Steps, Motions and Time. The Plans He Adopted of Paring Off Dead Wood Finally Equipped Him to do More Business on One Less Clerk. Giving Cheap Work to Cheap Help.

This journal has more or less often discussed the question of scientific management in the retail store, by which is meant the elimination of waste, in all directions, and the getting of every iota of return from the capital invested and the business done on the smallest possible expense. As readers of the current standard periodicals know, the results of the application of scientific management to other lines of business have been phenomenal. There has been no general application of it to the retail mercantile business as yet.

Directly in line with the movement noted above, a writer in the last number of the "Saturday Evening Post" devotes some little space to discussing a case in which a New York grocer applied scientific management principles to his own store. Some extracts from the article follows:—

A grocer in upper New York figured up his first year's business, took an inventory and found that his assets were \$700 less than they were when he started. In other words, his store had fallen that much short of earning him a living.

Some radical action was necessary. If he continued to deplete his capital at the same rate another year would see him in a tight place, while a third year would bring certain failure. To assure his continuance, one of three things was imperative: First, a large increase in trade; second, a lopping off of \$700 in store expenses; third, a 50 per cent. reduction in the cost of living.

The first proposition did not seem possible. Within the year another grocery had opened on the opposite corner, while two others had located in the immediate district he served. The neighboring grocery trade was already unreasonably competitive, and to attempt spectacular selling methods would bring crippling expense and plunge him into a war the outcome of which would be very dubious. Besides, it might cause the abandonment of his policy of selling for cash, and this policy he was resolved not to give up. The wise thing, he reasoned, would be to go along cautiously, giving reli-

ble groceries and good service, and trust to slow but steady growth.

Here, however, he was confronted by the second proposition: reduction of store expense. He believed he was already operating as economically as possible. He had four clerks, counting his delivery boy, when he really needed five. To dispense with a clerk seemed impossible without working great harm to his service. His delivery facilities, too, must be kept up. Stabling and repairs to wagon and harness were fixed; and so were rent, light, insurance and general upkeep.

When he turned to the third proposition—reduction in living expense—he almost despaired. His family comprised seven persons and there was no hope from this source.

One day a city salesman of analytical tendencies said to him, pointing to a clerk who was putting up sugar, "Why don't you get a bigger scoop and save a lot of those motions? That clerk has made six trips between the sugar bin and the counter just on that one package. And see that other clerk over there—wrapping up a mixed sale. He makes several motions to every one that is necessary. If I wanted a job at clerking I'd come in here and guarantee to do 40 per cent. more work than your best clerk, without expending any more energy."

This germ fell in receptive soil. The grocer never had heard of scientific management, but he began at once to practice it in principle. In the beginning he had no idea what it would mean to him. As he saw it then, the art of cutting out motions was merely a way to give customers quicker service and so help to build trade. Many times he had seen impatient customers walk out and go across the street to the new grocery.

Little by little the real significance of time-study dawned on him. He discovered it to be the solution of his financial problem. He learned that motion meant money; that when he paid for 10,000 useless motions a day he paid for the services of one clerk more than he needed. Here, in one total, he believed he could save \$600 of his deficit.

He had no help in his investigations and knew nothing of the technical procedure that governs the work of the time-study expert. In his own crude way he experimented to discover the quickest way of performing the routine of the store. With his watch he timed the old way and the new. For instance, he found that graduated scoops sometimes cut the number of seconds more than 70 per cent. In dipping up sugar, rice, tea and goods of that sort, it became his purpose to approximate the purchase as closely

as possible—but, at least, to use a scoop too big rather than too small. For every bin he provided several scoops, building a rack inside the bin to keep the implements out of the way of each other.

The average operation of wrapping he found took more than double the necessary movements. On light packages, stickers were substituted for string. On heavy bundles, stronger cord was used, so that one winding sufficed. The motions were worth far more than the extra cost of the heavier twine.

Another motion clipping expedient was the policy of listing all counter sales, so far as possible, before they were filled, as if they had been delivery orders. Thus clerks were able to collate goods with the minimum number of steps, and were able to foot up the total of an order without going through the familiar process of fumbling the packages in the effort to remember what each contained. Experiments showed that clerks could often wait on three or four customers in the minutes lost by the duplication of trips about the store.

By degrees a new system of shelf classification was adopted as arbitrary as the plan of the modern factory storeroom. In former days a vast amount of time had been lost in searching for goods. The new plan was to have less stock on the shelves, but to have each item instantly accessible. The store boy was given stated hours for replenishing the shelves from the stockroom, an operation formerly done by the clerks as they saw fit. Much congestion had been caused during rush hours by this waste movement. In every operation it was the policy to relieve the higher-paid employees of motions that might be performed by cheaper labor. An extra boy could be hired to work two hours for 10 cents, while the same work done by a clerk would cost 40 cents. Ultimately a special boy was engaged to draw molasses and kerosene, and to do similar low-grade work that had devoured costly motions.

It was six months before the grocer felt sure enough of his ground to dispense with a clerk. Then for a few weeks things went badly. His great difficulty all along had been the lack of willing co-operation; and now, when his clerks found themselves taking on what seemed an extra burden, they came near rebellion. It was hard to make them realize that what he asked was not more work, but a simple economy of energy. Likewise, it was hard for the grocer to realize that to accomplish this he must reward them. Finally he accepted the logic of the situation and added \$2 a week to the wages of each adult clerk, and a dollar to the delivery boy's pay. This, however, cut his anticipated saving in half, but it raised his clerks gradually to the plane of efficiency. They were earning higher wages than other grocers were paying and they were anxious to make the plan a success.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

THE GROCERY MARKETS

Tea.

The tea market is still in very fair condition. The demand, especially for new teas, which are low in market in good volume, is fairly active. Prices show no change, everything being steady and firm. There is very little good tea obtainable at any concessions.

Coffee.

The coffee market continues firm and unchanged, so far as Rio and Santos are concerned. The market in Brazil is stronger than it has been, but in this country it is simply maintained on the former basis. The demand is fair. Mild coffees are active and considerably higher, the advance for the week being at least $\frac{1}{2}$ cent. The main reason seems to be a realization of the fact on the part of buyers that milds are relatively much cheaper than Rio or Santos. Java and Mocha are steady and unchanged.

Sugar.

The sugar market continues exceedingly strong and high. In Philadelphia the quotation for granulated is $6\frac{3}{4}$ cents, in New York 7 cents. Whether further advances will come is problematical; the market is already rather seriously high. Raws have pushed up still closer to 6 cents, and sales have been made during the week at 5.82. Shortage in Cuba, aggravated by short crops in Europe are at the bottom of the present trouble. The demand for refined sugar seems not to have been affected by the advance as yet; in fact it has been quite active during the week.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is still dull, but a little more weather like that of the past week would speedily create an active movement. Sugar syrup is quiet at ruling quotations. Molasses dull and unchanged.

Fish.

Mackerel is firmer. Both Irish and shore fish are strong, and haddocks are also well maintained. The demand is fair, and a good many buyers seem to have some confidence in the market. Cod, hake and haddock are steady to

firm and quiet as yet. Domestic sardines are generally quoted on the basis of \$2.40 for quarter oils, and are not especially active. Imported sardines statistically strong, but quiet and unchanged. There has been no general change in Alaska salmon since the opening, although some packers have advanced 10 cents per dozen on both pink and red. The pack of pink is not yet over and there seems to be plenty to sell at \$1.10, and some sellers are willing to take \$1.

Canned Goods.

Tomatoes are a little higher, in spite of reports from the packing sections that very large quantities are being packed. If the weather keeps favorable it seems reasonably certain that the pack will be fair if not large. The average quotation for new tomatoes is 85 cents in a large way, though a few might be picked up at slightly less. The demand is light. Corn is unchanged. New pack is coming forward, and prices rule on a moderate basis, considerably below the price ruling recently for 1910 corn. Peas remain scarce and high. Apples are unchanged. There is without doubt a good crop in New York State, but packers are nevertheless reluctant to name prices on future apples. California canned goods show no change and very little demand either spot or future. Small standard canned goods are unchanged and dull.

Dried Fruits.

Prunes are easier, in fact most California dried fruits are. The market for California fresh fruit, which has been high, has slumped, and in consequence packers are drying it instead of selling it fresh. Prunes are perhaps $\frac{1}{2}$ cent easier and now rest on a $5\frac{1}{2}$ -cent basis. Peaches show about 1 cent decline. Apricots are also about 1 cent cheaper. The demand for the fruits named is by no means heavy. Raisins are about $\frac{1}{2}$ cent easier, speaking now of seeded goods. Currants are in moderate demand at ruling prices. Citron shows an advance of $\frac{1}{2}$ cent for the week, and is now quoted at

$12\frac{1}{2}$ cents in a large way. The opening quotation was 11 cents.

Beans and Peas.

Domestic pea beans have slumped, by reason of larger available supplies. The range is now \$2.35 to \$2.40 in a large way, the lower quotation being for Michigan beans. Domestic marrows are quoted at \$2.60 in a large way, which is a shade lower than the quotation of a week ago. California limas are easy, and some sales were made during the week at $6\frac{1}{4}$ cents. The goods offered at that figure are sold out now, but the market may go as low or lower again before old beans are cleaned up. Green and Scotch peas are in a very firm position. There is no old crop, and the new crop is quoted at \$3.10 for green and \$3.30 for Scotch. Buyers will hesitate a long while before they pay these prices, if they can get imported beans, as seems likely now, on a much lower basis than the domestic. Imported peas are now quoted at \$2.80 in a large way, but they have been much lower than that.

Butter.

The receipts of fancy butter have increased during the week, owing to the favorable weather. The current make meets with a ready sale at full prices. Medium grades are also in good demand and keep cleaned up from day to day. The market is healthy and seems not likely to radically change soon.

Eggs.

The consumptive demand for eggs is very good, and the market is firm at 1 cent up. The quality of the current receipts is improving considerably, and the bulk of the arrivals show fine quality and freedom from heat. The market is firm at the recent advance, and receipts are readily cleaning up.

Provisions.

Everything in smoked meats, picnic, regular and skinback hams, bellies and bacon, is in fair demand. Stocks are reported larger than usual, and as a result there has been a general decline of $\frac{1}{2}$ to 1 cent per pound. The market is healthy at the present writing

and if there is any further change, it will likely be a further slight decline. Both pure and compound lard are firm at unchanged prices; consumptive demand good. Barrel pork, dried beef and canned meats are unchanged and in fair consumptive demand.

Cheese.

The cheese market is very firm but unchanged. The consumptive demand is good for the season, and the quality of the receipts is showing very fine. The market is thoroughly healthy throughout.

INDIVIDUAL MARKET REPORTS.

Spices.

The market is firm and most articles are higher. Trading has been large for both spot and futures. It is quite likely that we will have many fluctuations before the close of the year.

Pepper.—Foreign markets are all higher, prices having advanced here. There is no question about short crops of Lampong, Tellicherry and Singapore pepper. It is also reported that the supply of white pepper is less than normal. Therefore, all predictions point to some sharp advances before the close of the year.

Red Pepper.—The price is somewhat firmer and a normal demand is now on.

Cloves.—Spot stocks very scarce at present and the prediction relative to short crop seems rather uncertain. Present prices are firm and not much change expected until arrival of new crop goods.

Pimento (Allspice) demand very good. Prices steady and market is quite firm.

Mace.—The demand is large, practically all spot goods have been sold.

Nutmegs have advanced during the week. Tendency is upward. Higher prices are altogether likely for all sizes during the next thirty to sixty days.

Cassias.—Saigon is scarce and firm. Batavia of fair quality is in small supply. China quiet but steady.

Gingers firm and in fair demand for this season. No changes to report during the week.

Tapiocas steady and prices are unlikely to decline.

Seeds.—Caraway and Poppy are higher, due to report of bad crop conditions. Higher prices are expected. There is no change in the Celery situation. Other seeds unchanged.

Sage.—The demand will soon be on, also for Marjoram and other Sweet Herbs. Prices steady but without change.

McCORMICK & Co., Inc.
Baltimore, Md.

Imported Fish Specialties.

We are sorry we have to report more advances in our line this week.

Holland Herring.—The catch is short of last year and prices are firmer. The demand here is not yet up to standard, and if demand improves prices are sure to go higher.

Scotch Herring.—The catch is short and market very strong.

Norway Herring.—Prices are unchanged. Most of the fish caught this season are small. A real scarcity of large fish, which are mostly wanted by the Scandinavian trade.

Norway Mackerel.—The first shipments of real fat mackerel are now on the way and are expected to arrive here in a week or two. Prices this season are very reasonable and ought to make them sell nicely. No. 1s and No. 4s seem to be very scarce and bloaters practically unobtainable. Most of the catch consists of No. 2s and No. 3s.

Imported Oil Sardines.—Absolutely no change. No catch whatever in France; very little catch in Portugal; poor catch in Norway. Demand here continues good, in fact very good, and market is very strong.

STROHMEYER & ARPE Co.
New York, N. Y.

Standard Canned Goods.

Disturbing reports concerning the tomato crop are coming in these days from sources considered to be well informed on the subject, and consequently they are entitled to consideration. The crop conditions are now said to be unfavorable in those parts of Maryland and Delaware that heretofore reported a favorable outlook, while in those other sections that have consistently reported unfavorable conditions all along there has been no improvement, which means that they have lost additional time which cannot be recovered at this late date, even though the crop conditions and surroundings be favorable from now on. One is not obliged to accept as gospel truth every rumor—good or ill—that comes along concerning the tomato crop. Unfortunately the rumor factories have in times gone by sent out reports that were more often misleading, if not untruthful, and buying operations based upon them proved to be unprofitable. Hence the jobbers are always skeptical about all reports regarding tomatoes whether in the fields or in the cans. More confidence in the reports this time is exhibited by the large distribu-

ters of that article, as is shown by the big increase in the demand from nearly all sections. All in all, the tomato market is worth close attention and conservative purchases at to-day's prices appear to be justified, even though higher than you had expected to pay.

The quality of the corn packed in Maryland this season up to this time averages much better than usual. The canners have sold up so close to their factory capacity that they are more interested in filling contracts already booked than in seeking further orders. Hence a quiet, though firm market for corn at this time. Soaked peas are certainly having their innings this season, the sales of them surpassing the "altitude record" hertofore, and still they come

back for more, all owing to the fact that seconds and standard peas are sold out. Sweet potatoes continue strong and active. New crop green lima beans are ready for shipment, and the demand for them so far is equal to the pack. Okra and tomatoes and plain okra, spinach, kraut and string beans are active in a small way just now.

Cove oysters for fall shipment are now receiving some attention, while the spot goods are quiet and firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

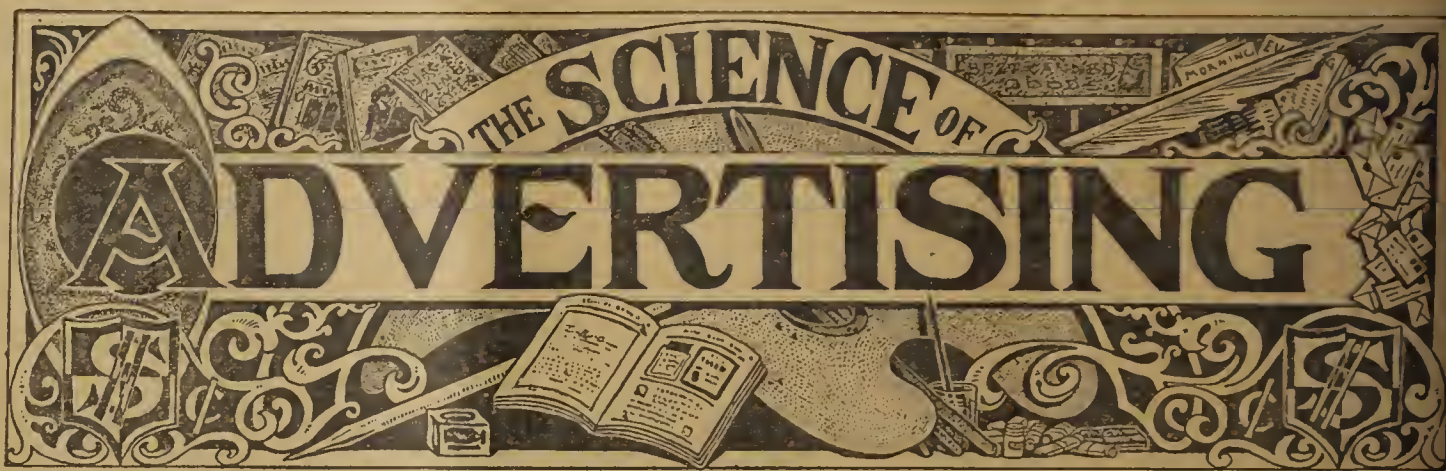
MARKET NOTES.

For the first time on record, Connecticut shipped peaches to

the Philadelphia market during the past week. They were of good quality and had the very unusual quality of not being topped—the fruit at the middle and bottom of the package was as good as at the top. The fruit ranged at \$1 to \$1.25 per basket and sold well. New York State peaches ranged from \$1.50 to \$1.75 per rack of two small baskets, aggregating nearly a bushel.

California is about to begin to ship new grapefruit to market.

New quinces are in market from nearby points and average \$4 per barrel.



Newark, N. J., Sept. 11, 1911.
Editor "Science of Advertising."

Dear Sir:—I have been solicited to-day by a salesman for a local concern to make a contract with him by which I will buy so many hundred novelties per month for one year. There are twelve different novelties in all and I am supposed to give one out a month. They are all printed with my name on. For instance, one is a small celluloid backed mirror, another is a handsome envelope opener, another a small rule, and so on. The solicitor threatens to give it to my nearest competitor if I don't take it and I feel as if I want the advice of somebody better posted than I am. The expense would run into about \$10 or \$12 a month, which represents quite a sum per week. At the present time I feel I need to do some kind of advertising, but cannot use the local papers, as most of their circulation would not do me any good. I have also thought of a little store paper of my own, but have done nothing definite as yet. Please let me have your views through an early issue of your department, but do not give my name.

Yours respectfully,

In the first place, pay no attention to the solicitor's threat to give this scheme to your competitor if you don't take it. That is an old bluff that has been tried by second and third-class salesmen—never by first-class ones—for years. It is not an argument, but a threat, and should have no

weight whatever in appraising an advertising proposition.

As to the novelty idea, considered on its merits, it might be a good thing if used in connection with other advertising, but it would never in the world take the place of advertising that a retail store ought to do to get direct returns. Such advertising never gets direct results, though it does serve, if properly done, to keep the store before the people and thus in line to get indirect results. My advice to this correspondent at this time is to study his local conditions carefully and then start to do the kind of direct advertising which he considers best adapted for himself. After he has got that going well, he can take on his novelty scheme, if he wishes to spend a little money on indirect advertising, but I shouldn't bother with the novelties now.

Another thing about novelty advertising is being more strongly born in on me every day, and that is that its effect is largely lost by the giver's foolish practice of printing his name and business

across the face. That simply destroys novelties for the purpose for which they would be most effective. Not one person out of fifty will make the same use of an advertising novelty if it has an advertising across its face that he would make if it was free from it, or had the advertising in a less conspicuous place. In other words, the average person prefers using—in other people's presence—something that he has apparently bought, to using something that was obviously given to him. So that if I did use advertising novelties I should see to it that I did not kill them by turning them into an open advertisement.

Please let me have more matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.



Santa Paula, Cal.

The grocers of Santa Paula, Cal., by a signed mutual agreement have discontinued the soliciting of orders from house to house for the balance of this year. After this date any who desire to withdraw from their agreement by giving thirty days' notice to all others. The merchants who have pledged themselves are the Santa Paula Co-operative Association, Say Mercantile Co., Dunning Grocery Co., Blevins & Harmon, J. C. Cowden & Son.

Wichita, Kans.

Mr. T. Arthur Rector, secretary of the Wichita (Kan.) Retail Grocers' Association, has issued the following statement regarding the movement emanating from certain quarters to interest grocers to go into the soda water business:—

There is being circulated through the trade press an agitation that would make retail grocers believe that they should go into the soda fountain business. They are being told how great the profits are and what an increase it will cause in their business. Along the line of "fountains in grocery stores," I would like to give my personal observations and how they affect the smooth runnings of an association. To begin with, I will say that I think nothing could be devised that will break up an association of retail grocers quicker than the introduction of soda fountains in grocery stores. Until two years ago we had one store here in Wichita that had a fountain. The owner would never consider the association, saying that he must keep open at night in order to make his fountain pay and that an association member should abide by the association's rulings and closing hours. One day he said to me: "If this fountain does not pay me better during the remainder of this season that it has during the last three years, I will throw it out and then I will join the association. I don't like to be a 'scab' and keep open when my competitors are closed. Another thing I don't like is burning the candle at both ends, staying in a store day and night will kill any man. Come around in October and I will talk to you."

The same day I visited the other grocers in his vicinity. All had a big grievance because the "soda fountain-grocery store" was keeping open at night. It really looked

as if the association would be disrupted, all on account of this one store remaining open. If one or two grocers had broken over it would have been contagious and probably the whole association thrown into a turmoil. Hard work was necessary to keep them in line during the remainder of that season.

In October I was present. The grocer said, "There is nothing to this business of running a soda fountain in a grocery store. Mine is going out." I said, "Well, here is your application blank for the association." He signed on the dotted line and since then all has been peaceful across the Potomac. I would say to grocers, "Beware of the fountain business," and to every association, "If you want to stay together keep them out."

Respectfully,

T. ARTHUR RECTOR,
Secretary Wichita Retail Grocers' Association.

Missouri.

Below appears the attitude which the Missouri Retail Grocers' Association, at its recent convention, took toward the various problems of the trade through the resolutions it adopted:—

Whereas, The National bankruptcy law is so framed that it permits persons who are wage-earners to become voluntary bankrupts, and so avoid and escape their just debts, while forbidding the creditors of such persons to force such persons into bankruptcy, thereby giving wage-earners as a class privileges and immunities not enjoyed by other classes of citizens; and

Whereas, A great many wage-earners take advantage of the said law by becoming bankrupts, causing great loss to their creditors, and particularly to retail merchants, who are thus deprived of the right to collect their lawful debts; now, therefore be it

Resolved, By the Missouri Retail Merchants' Association, that we favor an amendment to the National bankruptcy law which will exclude wage-earners from becoming voluntary bankrupts, and that we take such action as may seem best with a view to securing such an amendment.

Whereas, The retail grocer is oftentimes defrauded in his purchases of beans, vegetables, etc., in hampers, boxes, barrels, packages and other containers, through a wide variation in the size and quantity, thereby causing confusion and considerable loss; and

Whereas, Bacon and ham are sold at gross weight and a charge made for burlap, etc., at bacon and ham prices, resulting in a further and unnecessary loss to the retailer of groceries; and

Whereas, Lard is at present sold in cans without specifying actual weight of the lard, which is to our detriment and indefinite; therefore be it

Resolved, That this convention go on record favoring the amendment of National and State food laws, to the end that hampers, barrels, boxes and other containers shall be uniform in size, and also favor a net weight law to be adopted first by Congress and then by Missouri; and be it further

Resolved, That this be referred to the Legislative Committee, whose

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered
U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

These trade-mark criss-cross lines on every package

GLUTEN FLOUR **DIET FOR**

Kidney and Liver Troubles, Rheumatism, Obesity
and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.

For booklet or sample, write
FARWELL & RHINES, Watertown, N.Y., U. S. A.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

25% Discount

We have a \$300 order, in exchange for advertising, on one of the best piano houses in the country, which we will sell for cash at a 25% discount.

Address L. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

duty it shall be to promote the spirit of this resolution and to use every honorable means to bring about the amendments referred to and to report at the next convention of this association.

Whereas, We believe this method of selling is unbusiness like and injurious to the retailer, tying up his capital in surplus goods and overstocking him, and that the benefits of the free goods should be in the form of price reduction on case lots; therefore be it

Resolved, That we, the Missouri Retail Merchants' Association, in convention assembled, are opposed to free deals, premiums and gift schemes of all kinds and do request the manufacturer and jobber to discontinue the practice of free deals.

The convention elected the following set of officers: I. M. Hickman, Springfield, president; J. L. Beck, Jefferson City, first vice-president; C. W. Parker, St. Louis, second vice-president; John F. Wiedeman, Kansas City, third vice-president; Roscoe McCanne, Moberly, fourth vice-president; Charles F. Busche, St. Louis, fifth vice-president; Geo. J. Schulte, secretary, re-elected; Henry Vogelmann, treasurer, re-elected; Frank L. Pfeiffer, sergeant-at-arms, re-elected.

New Seckel pears are coming in from nearby points and range from \$1 to \$1.25 per basket. The quality is good and the crop is large.

AMONG THE TRADE.

Mr. Charles B. Stretsch, who has been bookkeeper for Halpen, Green & Co. and their predecessors for nearly thirty years, died a few days ago at his home Jefferson and Carlisle streets, Philadelphia. He was eighty-two years old and was in excellent health until the death of his wife a few months ago. When that occurred he began to fail, but remained in his position until about ten days before his death. Mourning his wife's loss caused his death almost entirely, according to the doctors. Mr. Stretsch was one of the quiet, faithful ones who do conscientiously and well whatever they do at all. His associates miss his white-haired figure very deeply, and the loss of such a man, though perhaps not in this case untimely, is indirectly a loss to all.

The United Grocers' Co., of Camden, N. J., was incorporated under New Jersey laws during the week with a capital of \$500,000.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Equipment.

I believe in having the best equipment—scales, coffee mills, counters, trucks and bins; the most efficient cold storage; the best make of wagons, good harness and fine horses. The further I go the more am I confirmed in this belief, for experience teaches me that not only are all these things of the best quality good, but that it is true economy to have plenty of them and to do by mechanical means all that can be done that way. It is not that I fear for the health of a husky boy that I prefer a power elevator; it is that I know electricity—or other mechanical power—is less expensive than boy power, at any wages. Moreover, I know the elevator will travel on schedule if mechanically driven; but I am not at all certain on what speed the boy will be geared, nor how often he will "stop to think" with the load half way up stairs. Nor is it because I want to save the clerks that I have counters and scales and bag holders—filled every morning—and twine all over the store; but it is because I am paying for the *time* of those clerks and everything I do to lessen the consumption of their time is a saving for me.

We cannot always have the best, nor all we want, of appliances. My first experience was of the crudest; our first wagon cost \$5 and our first horse, I think, \$15—we called him "Boney." And we must live within our means. The point is, that these things are the best possible investments. I have scales now which were bought by the elder Johnson in, say, 1888; and they adjust perfectly to-day, because they were the *best*. Also, to-day, because of annual discounting to cover depreciation, those scales not only stand me no investment whatever,

but are paying me back in dividends over and above the principal invested in them originally.

Ten years ago and over I moved into a new store. Then I added to my really fine equipment a lot of new shelving and fixtures, costing upward of \$1,400. These were quartered oak shelves, counters, bins, show cases, etc. In somewhat over a year from now I expect to move into a still newer store and in the moving of those fixtures I shall have practically a new outfit with only a slight refinishing; for there is not a broken shelf nor yet a checked nor cracked panel. Supposing I should move to-day having discounted the \$1,400 for ten years, as I say, my investment in what would cost me probably not less than \$1,750 to-day would be \$482.84, plus the refinishing, which shows the wisdom of buying the *best*.

In the interim I have added a completely equipped coffee roaster, which outfit is, for my purposes, as good as the day it was installed eight years ago. It would not *sell* for what I paid for it, nor would it cost to-day what I paid for it. But while I paid around \$600 for it, it stands me just \$258.27 now and will be further reduced when I move it; yet it will last me as long as I shall be interested in coffee roasting, unless things spurt up so that I shall have to exchange it for one larger.

Not only in time-saving and wear-giving do good fixtures and appliances pay for themselves and return a big percentage on your investment therein, but they are great conservers of stock. Good bins and properly constructed counters and drawers, and well-fitted shelves, will save you more than the most liberal interest on the investment every year

through the protection they afford from rats, mice and other vermin. This is an expense we do not always take into sufficiently serious account; but I shall take this up further, in fuller detail, next week. It is one of my pet ideas, a real hobby of mine, so I want you to let me ride it. May be you will want a hobby, too.

Again, good fixtures have great advertising value. This has undoubtedly been said many times before, but it will bear repeating for it is most decidedly true. Nothing is more attractive, not to merchants only, but to women buyers, than neatly filled, uniformly made shelves; properly dressed show cases; counters wherein and whereon groceries are neatly displayed—with plain, artistic price-cards in front of each display. It is a mistake to think it makes no difference whether your store interior is bright, well finished, uniform in design, harmonious in color. Every such point has great weight with your trade and is valuable as an intangible asset.

THE SOARING SUGAR MARKET AND ITS CAUSE AND MEANING.

(Continued from page 13.)

Last week the corresponding price was 5.75 cents per pound. On the June date this company was selling granulated sugar at 4.90 cents per pound net, while recent quotations have been as high as 6.62 cents per pound net.

As regards our policy, it will be seen from these prices that we have fairly maintained a stable margin between raw and refined sugars, and we believe it only just to add that the grocery trade of the country has likewise maintained a fair parity to the consumer.

Throughout the rise our prices have frequently been from 10 cents to 25 cents per 100 pounds below other refiners, this policy having been pursued designedly and aided by supplies which were fortunately adequate to the purpose.

We share the hope which every consumer undoubtedly entertains that the loss in Europe has been exaggerated (the actual figures cannot be known before December or January), and that the calls upon what are almost exclusively American supplies of raw sugar will gradually diminish.

Happily, the domestic sugar crops promise good yield, and with their harvesting which has already commenced and which will be in full progress in October, the present flurry should disappear. In the meantime our policy as regards a reasonable margin will be continued; it is dictated not only by a recognition of our peculiar relationship to the welfare of the country's households, but also by good business, for any decided check in consumption with a profit margin as narrow as that in sugar refining could only occasion heavy losses to all refiners.

THE AMERICAN SUGAR REFINING CO.



Flour Display.

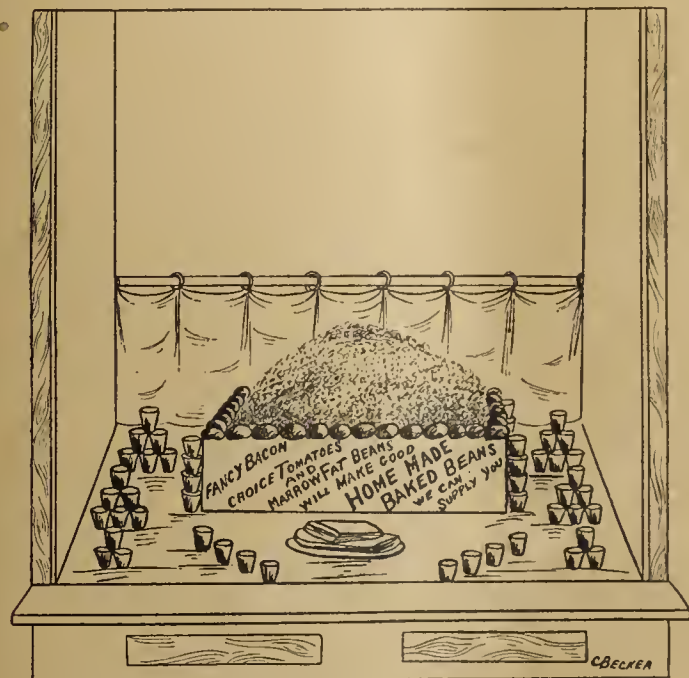
If you have any particular brand of flour you wish to push or have customers try make a window display of it. This is a simple, but effective one, and very easy to arrange. First cover the bottom of the window with some light shade of crepe paper. At one side place a large tin bread mixer and at each side of this place a bag of fine salt



and a box of yeast cakes. At the other side of the window place a large loaf of bread on a high standing dish. In the centre in front place a neat sign card with lettering like in cut, giving the name of the flour who baked the loaf and also the name of the flour. Across the top of the window place different size sacks of flour and your window is finished.

Baked Beans Display.

Here is an attractive baked beans window. The weather being cooler this dish will be very acceptable. To arrange, cover the bottom of the window with white crepe paper and also around the three sides of a large flat box. Letter the front of the box like in illustration before you place it in the window, and place in the centre and towards



the rear. In front, in the centre, place some bacon on a platter and arrange bacon in glasses around in the window. On top, around the edge of the box, place some large ripe tomatoes. Now fill in the space on the top of the box with large marrowfat beans. Use some of the white paper as a curtain in the rear for a background.

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands
you will please your customers.

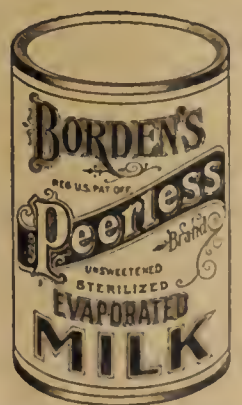
They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Man and wife, experienced in specialty advertising, wish joint proposition. Man as salesman, wife as crew manager or demonstrator. Food product or soaps. Reference and bond, if necessary. Salesman and Demonstrator, care E. S. Plows, 436 E. 138th St., New York, N. Y. 12

WANTED.—Salesman to call on wholesale grocery trade in Philadelphia to sell canned goods for Philadelphia commission house. Must have experience. Quote reference and salary expected. R. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1f

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 1f

FOR SALE.

FOR SALE.—An old established corner, doing a good business in groceries, provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Grocery and provision store, would be a good stand for fresh meats. Doing a fair business. Will sell to a quick buyer for \$650. Dwelling contains five rooms and bath, rent \$23 per month. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 17

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—A grocery and general merchandise business, established over twenty-five years. Doing a business of \$2,500 a week. Will rent building and turn over the business to a good reliable party who can show enough capital to carry on the business. I have horses, wagons, fixtures and stock for sale if buyer wants it, or I can dispose of them myself. I wish to retire from the business. Geo. W. Leech, Pleasantville, N. J. 13

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—Two Troemner Power Coffee Mills, one for pulverizing and one for granulating; also Automatic Coffee Roaster, complete with fan. Write for particulars. H. F. Heacock, 51 North Second St., Philadelphia, Pa. 1f

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. **WARNER & CO.,** 927 Arch Street, Philadelphia, Pa. Phones: Bell, Filbert 3286. Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 618.—Grocery, meat and provision business in New Jersey town about ten miles from Camden, doing for the last five years \$40,000 yearly, of which two-thirds is cash and balance good credit. Carries about \$600 worth of stock, which will sell at inventory. Has two horses and four wagons and fixtures, which will take about \$1,400, making a total investment of about \$2,000. This is unquestionably one of the best business locations in central New Jersey and is worthy of investigation.

No. 621.—In a New Jersey town about ten miles from Camden, grocery and provision business doing \$20,000 yearly, on which the gross profits are \$3,700; expenses, including everything, about \$2,000; leaving a clear, net profit of practically \$1,700. This business is situated in a section of the town which commands practically the entire trade of that section and caters to the best people in the town. Store has the name of always carrying the best goods. This business can be increased by a hustler and anyone who desires to secure a well paying, established business investigate this one before looking further. About \$3,000 required; part cash

and good security for the balance will be accepted.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$110.00 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 625.—Northumberland Co., in town of over 14,000, general store doing an average of \$34,000 yearly for the past five years. Clear profits, fifteen per cent. Carries about \$10,000 stock and fixtures \$2,000. Will sell for \$10,000 for quick sale. Expenses low. The nature of this business is such that it is necessary for prospective buyer to write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 632.—A carefully selected stock of first-class groceries and up-to-date store fixtures. The latter includes 24 running feet of Walker's Pivoted Bins, three tiers high, and same length in two counters faced with thirty-six similar bins of smaller size; American meat slicing machine; floor coffee mill; Perfection showcase, twenty-four drawers with double fronts for display, etc.; Acme peanut roaster; refrigerator, etc. The building has been sold and must be vacated quickly. No reasonable offer refused. Fixtures will be separated from stock, if desired. A near-by lot is ready for a new building, into which stock could be removed and allow the store to continue in what twenty four years' occupancy has proved to be an exceptionally good locality, but the health of the owner prohibits this on his part.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.



We sell these handsome embossed Flower Pots from open stock in any quantity, but the assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each
40 4-in. Pots and Sangers	@ 1.50	\$.60 sell @ \$.03
50 5-in. "	2.50	1.25 " .05
70 6-in. "	3.50	2.45 " .06
50 7-in. "	5.00	2.50 " .08
40 8-in. "	7.00	2.80 " .10
		\$9.60

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order to **The Peters & Reed Pottery Company**, ZANESVILLE, OHIO

THE FLAVOR DE LUXE
MAPLEINE

Original and Distinctive

Flavors cakes, candies, icings, puddings, ice cream, etc., and makes a table syrup better than maple at a cost of 50c. per gallon.

SELLS ON MERIT
BACKED UP BY ADVERTISING
See Price-list

Order a supply from your jobber, or

Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

Grocery Store
Advertising

Did you ever stop to think how an Electric Sign would increase the importance and prominence of your Grocery Store—how it would attract purchasers and impress them to the fact that your place of business was alive and up-to-date? We have facts and figures to show you! You can pay a flat rate, including a monthly charge for the installation and maintenance, or you can assume the entire first cost and pay for the lighting by meter. Write or telephone to our Sign Department.

The Philadelphia
Electric Company

TENTH AND CHESTNUT STS.

Anker's
Bouillon
Capsules

SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET NEW YORK

Published every
Monday.

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Circulates in every
State of the Union
and Canada.

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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WILLIAM H. NAYLOR,
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Contributed.

How Fast We Get Rich in the Grocery Business

Student of the Business Cites Three Cases of Retail and Wholesale Grocers and Contrasts How Fast They Ought to Get Rich With How Fast They Do. Turning Capital Three Times a Year Would Yield Seven per Cent. on Investment and Two and One-Third per Cent. on Sales. Average Business Doesn't Work That Way, Because So Many Goods Are Sold That Promise to Pay Large Profits; But, Not Being in Demand, Pay None.

A young man, twenty-one, falls heir to \$100,000 invested in the wholesale grocery business, lives comfortably, and makes 7 per cent. a year net on his capital.

At 31 he has \$200,000.

At 41 he has \$400,000.

At 51 he has \$800,000.

At 61 he has \$1,600,000.

At 71 he retires with \$3,200,000.

Another, same age, goes into the retail grocery business with \$10,000. He also lives comfortably and makes 7 per cent. net a year on his capital.

At 31 he has \$20,000.

At 41 he has \$40,000.

At 51 he has \$80,000.

At 61 he has \$160,000.

At 71 he retires with \$320,000,

which at 5 per cent. is \$16,000 a year.

Still another, same age, with \$1,000, goes into retail, lives comfortably, and makes 7 per cent. a year net on his capital.

At 31 he has \$2,000.

At 41 he has \$4,000.

At 51 he has \$8,000.

At 61 he has \$16,000.

At 71 he retires with \$32,000, which at 5 per cent. is \$1,600 a year.

How many times a year should a wholesale grocer turn over his capital? How many times should a retail grocer turn over his capital? Business differs so much, say three to ten times for both.

Say the three young men turn

their capital over three times a year. A dollar buys three times a year and sells three times; three profits a year. The average rate of net profit is $2\frac{1}{3}$ per cent.

These three men, who retired after fifty years of successful service with thirty-two times their original capital, made it with $2\frac{1}{3}$ per cent. net profit on sales.

But the average grocer, wholesale or retail, doesn't get on like that. Why not?

He turns over his capital three times a year, doesn't he? Yes. And he doesn't double it every ten years, does he? No.

Then he doesn't make $2\frac{1}{3}$ per cent. net profit on sales. Why not? Two reasons: Some goods don't pay their expense—you're used to that; can't help it; what's the use talking about it? The other reason is: He can't sell enough of the goods that pay to bring the average up to $2\frac{1}{3}$ per cent. net profit!

It would be foolish to go so far and not go farther. Why can't he sell the profit goods as well as the no profit goods? Wrong goods. He chose those goods for the profit they promised to pay. They lied; he ought to have known they lied. He counted his hopes.

You want the goods that the

people want and that pay a fair profit. Profitable and wanted goods.

The no-profit goods have been turned out by the maker into the world to be sold for what they'll fetch. The maker has taken all the profit they'll bear and abandoned them.

Why you grocers should squabble over such stuff and make less than that average $2\frac{1}{3}$ per cent. net on your sales is your question, not ours.

The profitable and wanted goods are within your reach. What stands in their way besides those tramps? Your practice of trying to sell other goods for impossible profits.

We have shown you how you come out. You make less than an average $2\frac{1}{3}$ per cent. on sales because you buy goods you can't sell.

The lesson is: Don't count your chickens till they are hatched. Don't count profit till goods are sold. Don't buy goods for a profit you can't get. But maxim isn't so good as a principle: Better be fair. The principle in the grocery business—service.

A. SCHILLING

San Francisco, Cal.,

September 17, 1911.

This Bill, Now Pending, Gets at Parcels Post in New Way

Introduced by Senator Bourne, of Oregon, It Merely Extends to American Citizens the Same Postal Rights in Shipping Packages Among Themselves, Which They Have in Shipping Them to Foreign Countries.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

September 21, 1911.

Among the parcels post bills which are pending in one house or the other of Congress is one which is not quite so well known as the others. It was introduced just before adjournment by Senator Jonathan Bourne, Jr., the insurgent Senator of Oregon, and is the shortest parcels post bill yet introduced. Following is the full text:—

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That from and after the passage of this act no higher postage rate shall be charged

for the transmission of mail entirely within the United States or its possessions than is charged for transmission of mail partly within and partly without the United States or its possessions. The Postmaster-General is hereby authorized and required to establish and enforce rules and regulations which will give the people of the United States rights and privileges in the use of the United States mails as liberal as the rights and privileges the United States accords to the people of the most favored nation.

It will be seen that this bill gets at the subject of parcels post in a wholly different way from the others. The speech which Senator Bourne made in support of his bill may be interesting, so I have copied it from the "Congressional Record":—

Mr. President, it may seem strange to members of the Senate that there should be a possibility of legislation giving American citizens privileges in the United States mails between themselves equal with those enjoyed by residents of this country in transaction of business with residents of foreign countries. The facts are these: Within the United States the rate of postage on fourth-class matter is 16 cents a pound, with a limit of four pounds. The United States is party to a treaty under which residents of twenty-nine foreign countries may send fourth-class matter through the United States mails at 12 cents a pound, with a limit of eleven pounds. In other words, a man may send an eleven-pound package from San Francisco to Rome, Italy, at 12 cents a pound, but if he wishes to send the same article to New York he must divide them into packages of not to exceed four pounds each and pay 16 cents a pound. A Japanese residing in New York can send an eleven-pound package to his friends in Tokyo at 12 cents, but an American in New York can send only a four-pound package from New York to Washington and must pay 16 cents a pound.

Mr. President, the Committee on Post Offices and Post Roads of both Senate and House have under consideration bills for the establishment of parcels post. In my opinion, the specific provisions of such a bill should be fixed only after the most careful investigation. I believe Congress will establish a par-

cels post rate of less than 12 cents a pound, and a rate very much less than that for short hauls. But whatever the ultimate action on the question of parcels post, I see no reason for delay in the enactment of this law, giving American citizens as favorable postal facilities as this Government extends to residents of foreign countries. Especially is this true when investigation by the Post Office Department shows that the cost of transporting fourth-class matter is approximately 12 cents a pound. The passage of this bill will in no way conflict with any subsequent legislation on the subject of parcels post.

HOLT.

Grapes range 10 to 12 cents per small basket, including Concord, Delawares and Niagaras. The demand is fair. Wine grapes average 35 cents per basket.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

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**Corporation Practice, Cases Under Food Law
Trade-Mark Registration
General Practice**

\$2,500.00 In Prizes

To Increase Oatmeal Consumption

185 Prizes, Ranging from \$100 Down

Open to Grocers and Their Clerks

THE Quaker Oats Company starts its Fall advertising with a new innovation. See the October magazines and women's publications. They come out about September 25th.

We offer there 185 prizes, totaling \$2,500.00. There are five prizes of \$100.00 each, ten of \$50.00 each, etc. They are offered by us to those who send the best letters, illustrating the good which people get from eating oatmeal.

You men who sell oats should have a chance at those prizes.

Be sure that you see those announcements.

And notice this when you read such announcement: The object of our advertising—as it has been for years—is to increase the oatmeal consumption. We are not merely after existing trade. Nine-tenths of our aim is to increase the sale of oatmeal.

A recent house-to-house canvass which we made in twelve cities shows that two-thirds of all families are now using oatmeal. About half of them use it daily. Our object now is to bring this greatest of all foods into constant, universal use.

And that is for the good of all.

The Quaker Oats Company is doing more than all others to nurture the trade in oatmeal. It has done more than all others to make people like oatmeal.

Quaker Oats is, beyond any question, the finest oat food in existence.

By quality, by advertising and by right business methods we are constantly building the trade in oatmeal. If you believe that these efforts are good for you—and good for all—we ask you to help.

The Quaker Oats Company

CHICAGO

The New York Letter

Grocery Trade Glad Wiley Was Exonerated. American Specialty Manufacturers to Discuss Private Brands. Black Teas Also Artificially Colored. Everybody in Trade Making Good Sugar Profits. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Sept. 22, 1911.

Representative men in the grocery and drug trades have expressed themselves as thoroughly pleased with the action of President Taft in exonerating Dr. Wiley. There is evidently a widespread belief that back of the doctor's open enemies were men who would like to sell adulterated food or the chemicals that are used in the adulteration. It is known, of course, that the drug and chemical lobby has for years been one of the most powerful, with plenty of money at its disposition.

A number of telegrams were sent from the wholesale grocery trade congratulating Dr. Wiley on the outcome. The following telegram was sent by members of Francis H. Leggett & Co.:—

Mr. Whitmarsh, Mr. Juhring and myself send our heartiest congratulations over the sweeping exoneration of the President's decision from Beverly. (Signed) Alfred W. McCann.

Several of the jobbers expressed the opinion that this action of the President means that those who try to adulterate or misbrand food products must reform their ways or get out of the business. Others think that this is rather an optimistic view and remark that there are still left opportunities for turning some tricks in the trade; and conditions will not be entirely corrected until the laws of all of the States are brought into harmony with the Federal food law.

Votes thus far received from directors of the American Specialty Manufacturers' Association on the place of holding the annual convention November 16th and 17th maintain a tie between New York and Chicago. There are 14 members in the Board of Directors.

This situation is puzzling and the officers are desirous of getting a decision so as to go on with the arrangements for the meeting. A suggestion has been heard for a compromise by meeting in some

city that would be midway between New York and Chicago, and Buffalo has been mentioned.

It is reported that one of the members of the American Specialty Manufacturers' Association is preparing to bring up the subject of private brands at an executive session to be held on the second day of the coming convention, so that it may be considered and action taken without any unnecessary publicity. The officers of the association say that they have no knowledge of any such plan and no special arrangements are being made officially for the proposed discussion.

But it will be in the power of members to bring up for discussion any subject that they please, as there is no gagging at these conventions and so nobody can tell exactly what may or may not be done.

The talk is of a revival of the plans for central distributing depots which would make the specialty manufacturers independent of the jobbers if it should become necessary to open warfare on the private brands.

One of the specialty manufacturers is now said to refuse to sell his product to any jobber who has a competing private brand and is also trying to keep other jobbers from supplying those who are cut off the list for this reason. He argues that a jobber with a private brand is worse than an open competitor—is like a secret enemy—as such a jobber will always push the sales of his own brands in preference to all others and is in a position to do harm to a manufacturer by disloyal methods of selling.

Of course the question is most acute in the large cities in which some of the big wholesalers are practically manufacturers as well as jobbers.

Now it is stated that the Chinese black teas, especially Foo-chows, often contain coloring matter and the authorities at

Washington have decided not to admit any teas, green or black, that have any traces of artificial coloring.

It was at first supposed that only the green teas would be affected by the color regulations. The new development is making importers extremely careful in buying any kind of Chinese teas and as a result of the present situation higher prices are again predicted.

It appears that some of the samples of teas deposited with collectors of ports as the standards have been found to contain coloring. Because of this a few of the importers began to expect concessions from the authorities in the matter of coloring, but the Washington officials have sent word to the collectors that under no circumstances is any tea with artificial coloring to be admitted. New samples without coloring will be supplied.

Another of the trusts that distribute their products in part through the retail grocery trade received the attention of the Government this week when H. A. Wise, the United States District Attorney, filed a petition to dissolve the kindling wood combination. A number of companies are alleged to be in a combination which supplies bundled kindling wood.

Wholesalers and many retailers have been making quite a profit in sugar as a result of the recent advances. Those who were fortunate enough to have considerable supplies or contracts ahead are now finding sugar one of the most profitable articles that they sell, as the prices have been marked up everywhere to the new basis.

As sugar has been notoriously an article on which the distributors have received only the closest margin or perhaps none at all, the present condition is a novelty. Several of the big jobbing houses are said to be heavily ahead of the game as the result of timely purchases made before the advances.

It is charged that the meat of diseased and decrepit horses is shipped out of this country and later brought back here in the form of foreign bologna, and dried and smoked beef, which are sold at fancy prices.

The Government is collecting evidence on the subject and has presented this evidence to the New Jersey State Board of Health. One large packing house is named and it is likely that others will be brought into the proceedings that are expected to result in both Federal and State courts.

Most of this horse meat, according to rumor, has been sold, after being prepared abroad, to consumers in New York and vicinity.

Next Tuesday has been set for a hearing in the cases brought under the new cold storage law against this State against the Greenwich Cold Storage Co. and L. P. Prior, its president. The charge is that 61 barrels of sardines and other fish were received at the warehouse and not marked with the date of arrival, as required by the law. The hearing will take place in the court of special sessions.

The dried fruit trade has learned with regret of the death of R. E. Funsten, president of the R. E. Funsten Dried Fruit and Nut Co., of St. Louis.

New incorporations include the United Grocers' Co., Camden, N. J., to deal in groceries, farm and dairy products; capital stock, \$500,000; incorporators, H. C. Hallinger, Merchantville; F. J. Hine, R. L. Warren, Camden. The New Jersey Dairy Products Co., Perth Amboy, N. J.; capital stock, \$25,000; H. Kopper, J. Klein, A. Goldman, M. Friedman, all of Perth Amboy.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is firm in sympathy with the rising market in options. The country is looking for offerings at concessions and not getting them is taking cheap grades. The effect of this tendency of roasters to seek cheapness rather than quality is a problem and some are fearful that it may check consumption. Substitution and compounding are already said to exercise a strong influence in some parts of the country. Buyers are admitting that the bull interests in coffee are stronger than was supposed a few weeks ago. Mild grades are firm, with business of a routine character.

The high prices of sugar are expected by the refiner to continue until November unless the consumption should be greatly decreased, in which event an earlier readjustment of prices would be possible. There is a feeling in many parts of the country that the big companies are in some way responsible for the high prices and have taken advantage of the fact that this is a big fruit year, with a big demand for sugar for canning purposes. It is possible that many housewives will rebel against high sugar by curbing the amount of canning that they would otherwise do. The American is quoting same prices as a week ago, 6.75 cents less 2 per cent. for standard granulated. Arbuckles quote 7.50 cents; the Federal 7.25 cents. Warner and Towell are out of the market.

The demand for canned tomatoes is light, but there is no selling pressure. There is a waiting attitude as to the new crop in corn. Spot supplies are small, but the demand is light. Peas are firm and the demand seems about equal to the present offerings. There is not much doing in string beans. The pack is said to be short, but the packing season has still some time to run. Offerings of the more desirable grades of asparagus are light.

Supplies of all kinds of canned fruit are light and prices are maintained. There is a fair demand for Southern peaches and prices are firm. Pineapples are in small supply at firm prices.

Dried prunes are strong, especially in large sizes, which are offered sparingly. Dried peaches are not as weak as they were recently. There is little activity in dried apricots. There is a bearish tone in raisins, but it is said in the trade that this is due to an effort of the packers to influence growers on new contracts, and that the packers are not trying hard to get business on the basis of the quotations. Currants are quiet.

There has been a sharp decline in the prices of domestic sardines. All prices are subject to confirmation and represent a loss to the packers, it is said. It is predicted that the low level will not continue long.

The flour trade has been of a routine character with prices unchanged and a general inclination

to await the outcome of the reciprocity vote in Canada before putting through any important business.

The butter market is steady, with a fair trade. Prices are about the same as a week ago, with fancy specials bringing as much as 27 to 27½ cents; extras, 26 to 26½ cents; firsts, 24 to 25 cents.

The egg market is irregular under heavy receipts. There continues a good outlet for the high grades of fresh gathered eggs, but there is a surplus of medium and lower grades. The fresh gathered Western extras are quoted from 25 to 27 cents; firsts and extra firsts from 21 to 24 cents.

FRED. A. MCGILL.

Taft Exonerates Dr. Wiley.

Decides that Chief Chemist Did Not Act Improperly and Should Therefore Not be Dismissed. Reprimands Other Attaches of Department.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

September 22, 1911.

The long-looked for decision by President Taft in the Wiley case was rendered early during the week, when the President delivered a letter to Secretary of Agriculture Wilson, in which he upholds Dr. Wiley in everything he has done, but recommends that Dr. L. F. Kebler, chief of the drug laboratory of the Bureau of Chemistry, and Dr. W. D. Bigelow, assistant chief of the bureau, be reprimanded. Dr. H. H. Rusby, of New York, pharmacologist of the bureau, over whose employment the trouble arose, is cleared of the charges against him.

The decision was merely on the charge recently made against Dr. Wiley that he should be dismissed or permitted to resign, because he had employed Dr. H. H. Rusby, an expert chemist, on unlawful terms. The mix-up that came later, involving the whole conduct of the Federal Food and Drug Board, was not decided, as the committee investigating same has not yet rendered its report.

HOLT.

Sweet potatoes rule considerably higher than last year. The present range is 50 to 60 cents per basket, against 35 cents last year.

Everything in the Grocery Line at Low Prices for

CASH

We have no Traveling Salesmen

Note the following quotations and write for
"THE CASH GROCER"
containing prices on the full line.

NEW NORWAY MACKEREL, 1911 Catch, Fancy White

Fat Fall Caught No. 2s, about 220 to 240 fish.....	per bbl., \$20.50
½-bbbs. (100 lbs. fish)	per ½-bbl., 10.75
¼-bbbs. (50-lb. blue-painted tubs)	per tub, 5.48
No. 3s; about 320 to 340 fish.....	per bbl., 16.00
½-bbbs. (100 lbs. fish)	per ½-bbl., 8.50
¼-bbbs. (50-lb. blue painted tubs)	per tub, 4.35

We recommend the quality and guarantee the weight.

MACONCHIES, Kipperd Herring, plain, flat oval

cans, 2 doz.....	per doz., 1.25
------------------	----------------

PARCHMENT BUTTER PAPER, best quality, 9 x 12,

1,000 sheets, full count, 25-pack lots	per pack, .63
10-pack lots	per pack, .64
5-pack lots	per pack, .65

SARDINES, Monitor Brand, ¼s Oil, 100 cans.....

5 or 10-case lots	per case, 2.55
Monitor Brand, ¼s Mustard, 48 cans	per case, 2.50
5 or 10-case lots	per case, 2.45
Star Brand, ¼s Mustard, 100 cans.....	per case, 2.52½
5 or 10-case lots	per case, 2.50

New goods, pack 1911. Sardines are lower in price than you have heard on them for many a day.

CALIFORNIA LIMA BEANS, bags about 80 lbs.,

single bags.....	per lb., .06¼
5 or 10-bag lots.....	per lb., .06½

ROLLED OATS, bbls.....

90-lb. bags (½-bbl.).....	per bag, 2.50
5 or 10-bag lots.....	per bag, 2.47½

Finest quality Rolled Oats on the market, and positively new goods, crop of 1911.

HARLEM OIL, Genuine Imported Dutch, bladder

stopper, gross lots or over.....	per gross, 2.15
½-gross lots.....	per gross, 2.25
¼-gross lots.....	per gross, 2.35

The above prices good for week only, September 25th to 30th, inclusive

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

In a recent issue this journal repeated some statements made by a native

The Cleanliness of Figs.

Smyrna fig packer on a visit to Philadelphia, touching the almost incredible filth in which the packing of figs for the American market had been carried on in Turkey, practically up to the present time. Readers hereof will remember that last season several importations of figs were held up by the United States Government because they showed plainly the nauseous conditions under which they had been packed.

Forced by the attitude of this country, it now appears that the fig packers of Smyrna have instituted a reform. The news is reported in a letter received from the Vice Consul of the American Government at Smyrna, Turkey, from which the following extracts are taken:—

Last year, under the pressure of the American market and of the American Consulate-General in this city (Smyrna), acting under superior orders, the Smyrna fig packers worked under conditions of cleanliness and hygiene formerly unknown here. The local authorities gave evidence of praiseworthy solicitude. The municipality formulated very severe rules concerning the cleanliness of factories and of workmen, and the Honorable Yenidunia, inspector-general of agriculture of this vilayet, who inspired these rules and who, being charged with their execution, performed his task with a zeal of which every one is aware. * * * *

This year the same sanitary precautions will be applied under the supervision of the municipal officers. The Honorable Edhem, the distinguished president of the municipality has added to the old rules new obligations to which the fig packers must conform.

The president of the municipality states that he attaches exceptional importance to the question of the fig business, especially in view of the conditions caused by the existence of cholera in the city. He says that he has taken all precautions so the strictest supervision may be exercised by his subordinates; that two inspections will be made in the factories daily by doctors of the municipality in order to prevent by every means possible cases of cholera breaking out among the workman during the hours of labor; that if by misfortune a person working in a "han" is found suffering from cholera the han will be immediately closed and work suspended pending new orders.

For his part the American vice-consul in charge of the consulate-general in Smyrna will follow the same plan as that followed by Mr. Harris last year. He will exercise

an active supervision over the factories; he will keep informed as to their sanitary condition; he will ascertain by personal inspection the conditions under which the work is done, and when satisfied as to conditions he will sign the certificate permitting entry of the goods into the United States in the identical terms that the "Special invoice of figs indorsement by consul" was formulated last year.

Authorities on the subject assert that if the conditions surrounding the packing of figs could have been known in this country, the demand for them would have almost instantly dwindled to nothing. This has been a case where ignorance has been bliss.

Dr. H. W. Wiley, chief Government chemist, has been completely vindicated by the President, as this journal hoped and predicted he would be. The President finds that no shadow of blame rests upon him, and that his part in the retaining of Dr. H. H. Rusby as an expert chemist was entirely honorable and legal. The President even praises him for his efforts to obtain proper enforcement of the Federal food law, and expresses sympathy with him for the obstacles he has had to surmount to do that.

The President's attitude toward Dr. Wiley is in rather sharp contrast with his remarks upon other attaches of the Chemistry Department, whom he reprimands, courteously but unmistakably. The whole incident has ended with a complete victory for Dr. Wiley, and at least a temporary routing of his enemies. Whether he will make as good a showing in the report of the Congressional Committee which is examining the entire scope and workings of the Federal Food and Drug Board, remains to be seen. In the writer's judgment, there is a sharp shake-up coming in the Governmental department which enforces the Federal food law, but in all probability Dr. Wiley will suffer from it less than anybody else.

The writer is exceedingly glad that Dr. Wiley was exonerated in the Rusby matter. Without doubt

he has been and is a valuable public servant, and with some kind of a practical check he would make an indispensable one.

The mad and unreasoning thirst for a bonus with everything we buy had an impressive illustration in Philadelphia during

Trading Stamps With Fines.

the week, when a man who had been arrested for cruelty to animals asked in all seriousness for trading stamps when he paid his fine. This was one Louis Grossman, a small storekeeper at 805 Wood street, who was accused by the S. P. C. A. of mistreating pigeons and fowls. He made no defense and was fined \$10.50, which he paid, but with deep disappointment after he learned that no stamps were issued.

Naturally the untutored mind of Mr. Louis Grossman cannot be accepted as a type of the beliefs and understandings of other merchants, or even of the rank and file of the general public, as to the conditions under which trading stamps are used. Nevertheless, this little incident shows how thoroughly one type of mind—a merchant's mind at that—has become imbued with the false and hypnotizing virus of the trading stamp.

The attitude which has developed in France toward the storage of food certainly presents a curious contrast with our own attitude

A Peculiar Cold Storage Condition.

toward it in the United States. Readers of daily papers know that for weeks there have been riots all through France over the high prices of food. In the large cities particularly, the disorder has grown wild, culminating in the destruction of establishments of grocers who of course had no more to do with the high prices than those in this country.

A meeting of the President's Cabinet last week considered ways and means of reducing food prices to a proper level, and one of the plans adopted was the es-

tablishing of cold storage warehouses, which are now greatly lacking throughout the whole of France.

Now mark the contrast. In France the President's Cabinet decides that the best way to moderate food prices is through the medium of cold storage; in the United States, where cold storage has been brought to its maximum development, there is an outcry that it has been the chief factor in raising the cost of living.

Of course this analysis of the situation is not strictly accurate: it is only fools who accuse American cold storage of being directly responsible for high prices, though, let it be said, the fools, and the newspapers who cater to them, represent a large and growing percentage of the general public. The cry from the reasoning ones is that the abuse of cold storage—the manipulation of it—is or could be responsible for inflation of the market. And that is so, as to what could be, although there is no evidence that it ever has been as yet.

Failures Show Sharp Decline.

In Grocery and General Store Lines August, 1911, Showed Much Fewer Fatalities Than August 1910. Liabilities in General Store Failures Relatively Greater, However.

Failures made a sharp falling off in August, 1911, as compared with August, 1910, both in the grocery as well as the general store lines.

The figures are as follows:—
General Store Failures—August, 1911, 68; liabilities, \$644,759; August, 1910, 82; liabilities, \$571,419.

Grocery Failures—August, 1911, 133; liabilities, \$488,798; August, 1910, 170; liabilities, \$624,541.

Seckel pears from nearby points range from \$3.50 to \$5 per barrel, or 50 cents to \$1.25 per basket. This is about the same price as last year. The bulk of the receipts are very small.

Pennsylvania Commissioner Foust Warns Retailers Against Carrying Cereals Too Long

ills "Grocery World and General Merchant" that He Intends to Clean Up the Retail Stores of Pennsylvania and Asks this Journal to Warn the Trade to Keep Stocks More Closely Cleaned Up. Prevalent Practice to Carry Cereals Over. Commissioner Advises Buying in Smaller Quantities and Paying No Attention to Free Deals.

The following article appeared last Sunday's Philadelphia "North American":—

ALTOONA, Pa., Sept. 16.—State Food Commissioner James Foust this evening stated that he was preparing to wage war on merchants selling cereals and breakfast foods that do not come up to the standard.

The Commissioner declared that recently his attention has been called to merchants in various parts of the State who sell cereals that are infested with bugs and worms, caused by the stuffs standing for long periods on the shelves of the grocers or in the warehouses of the wholesalers.

Commissioner Foust says: "This is the season of the year when the agent of the cereal merchants is selling the grocer to 'stock up' with all the brands of breakfast foods that innumerable factories are turning out upon the country, and which it is expected an unsuspecting public will consume before another crop is grown, without much reference to the kind of stuff it is."

"Then, by reposing on the shelf or warehouse, the packages will soon be filled with innumerable bugs and worms. The advance agent is therefore a promoter of high prices in the trade next year by inducing the guileless retailer to load his shelves with enough goods to last until next season."

"Right here is where the Pure Food Department comes in and proposes to make it serious for such offenders."

Preparations were being made to have the above investigated for this journal, when Commissioner Foust happened to drop in the writer's office, and the matter was discussed personally.

According to Commissioner Foust, there is a prevalent practice among retailers of carrying breakfast foods over from one season to another. This is especially noticeable among country retailers, who usually buy in larger quantities than their city brothers. The Commissioner states that he has personally seen breakfast foods on retail grocers' shelves that had been on hand a year.

Breakfast foods carried beyond a comparatively short time deteriorate to a point where they are hardly edible, and where they un-

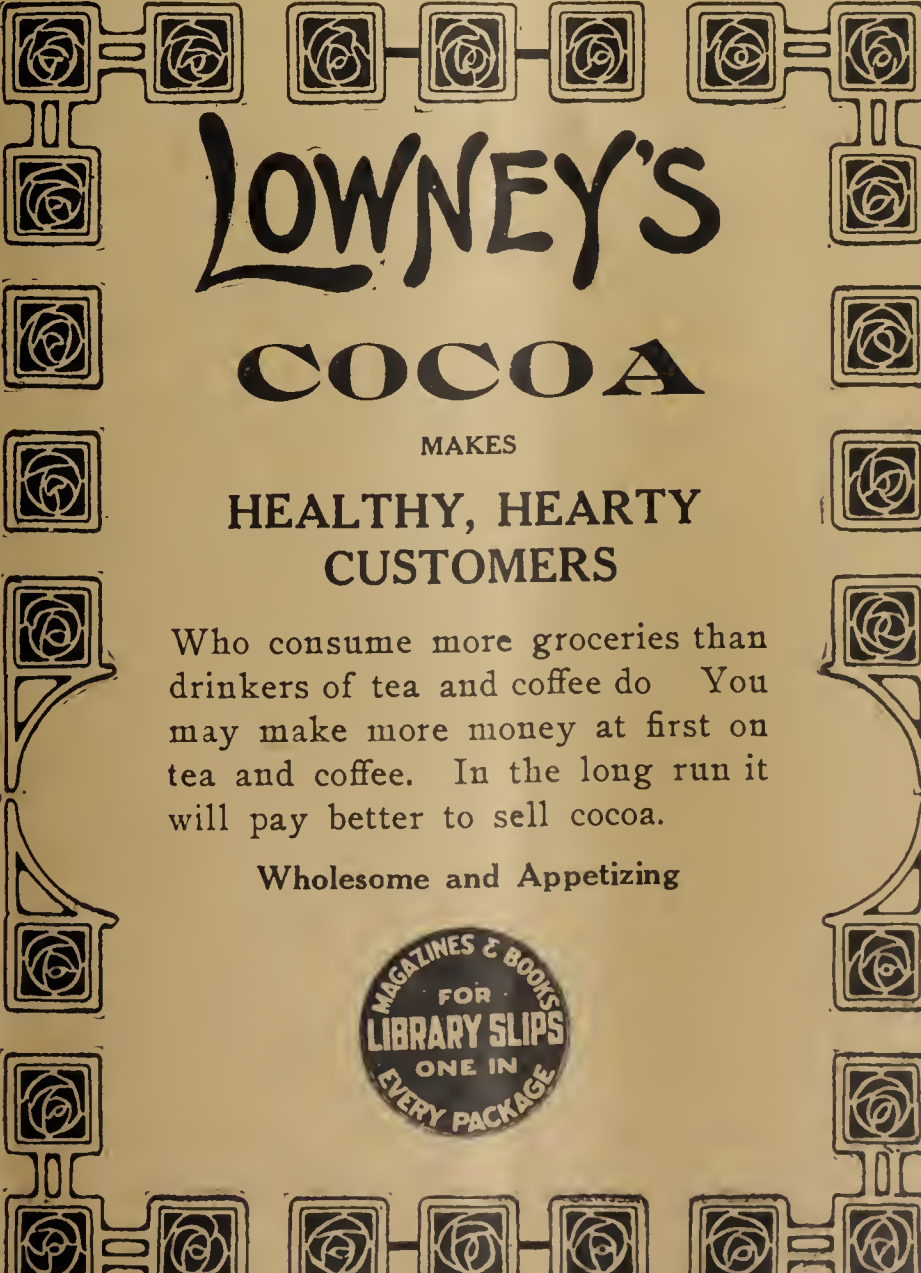
doubtedly violate the law. They develop worms and insects and are unfit for human food. Any retailer in whose possession such foods were found would be liable to a penalty under the food law, because no ordinary guarantee would save him, since everybody who handles cereals is supposed to know that if carried too long they will spoil. Therefore the retailer who carried them too long would not be within the protection of his guarantee.

Commissioner Foust states that it is his intention to clean up the retail stores in Pennsylvania of breakfast foods that are in an unsalable condition, but he desires to do so, as near as he can, without resorting to legal prosecution. He therefore asks this journal to warn the retail trade to look more circumspectly after their cereal stocks and to keep them much more closely cleaned up. The Commissioner expresses an opinion which is undoubtedly sound, that many grocers buy cereals in too large quantities. In order to get the benefit of a lower price, or a free deal, or some other mythical advantage, they buy more than their immediate outlet will take. Their stock has not all been moved when the big selling season ends, and it is accordingly carried for months, until not legally salable. Probably every large representative cereal house will agree that retail grocers should buy breakfast foods only as they need them.

This journal advises its readers that any dealer selling, offering for sale or exposing for sale, breakfast foods which contain worms, insects, vermin of any sort, or any of the matter which insects deposit is violating the food law and can be criminally prosecuted.

\$18.00
— Worth —
For \$14.25

You can buy
"ARDEN BLEND" TEA
from us now, 100 lbs., in new lined barrels, for \$14.25
This Tea is worth at least \$18, and our price can't last long; neither can the Tea at our price. A skillful blending of Foochow, Oolong, Congou and Green. Terms: Net Cash, Ten Days.
The present condition of the Tea market makes this a big bargain.
Thomas Martindale & Co.
Tea Importers and Dealers
Philadelphia, Pa.




LOWNEY'S
COCOA

MAKES
HEALTHY, HEARTY CUSTOMERS

Who consume more groceries than drinkers of tea and coffee do You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

Wholesome and Appetizing



Written for the "Grocery World and General Merchant."

A Scheme That Got \$400 in Two Days

New England Contributor Uses it to Show How Poor Are Many Enterprises Tried Successfully on Merchants. Solicitor Who Had His Advertising Canvass Committed to Writing. In Spite of Its Inferiority, Twenty Merchants Signed Up in Two Days.

I often read in your journal and other trade papers, of the cheap schemes that are every day worked on retail merchants, and I often wonder at the low calibre of the solicitors that work some of the same, and the fact that they are nevertheless successful. I have just recently come in contact with one of these schemes, and offer it as an illustration of what I say. I was recently approached by a fellow who offered advertising space in a publication he called a "Guide and Business Directory." He got off a very poor sort of talk, and it appeared had written it all down and had it printed. A copy of this he left with me—it proved to be the same, word for word, as his talk, and I believe it will be interesting to other readers of your excellent journal if I send it for publication:—

Mr. Dealer:—

I am representing the publishers of the Hustlerville Guide and Business Directory. Now, Mr. Wide-Awake dealer, you have long ago realized the value of advertising, but such value depends in most cases on the medium used. Now we are offering you a plan by which you can reach your own and your neighbors' trade, keep your name and ad. before them for an indefinite time and at the same time make a valuable present to thank your regular customers for patronizing you. Now here's the advertising medium I spoke of: it's our Hustlerville Guide. From this folder you may judge of the form of the booklet, while this index will tell you of the contents. You have surely grasped now the value of this booklet. Now I offer you to place your full page ad. (3 x 6 inches), opposite any page of information in this booklet, give you 200 copies of this booklet with your ad. at the bottom of the first page cover as per the enclosed folder. Your name and address will also appear in large type in the business directory on pages 12-15. Now we have 20 such advertising spaces to sell by the same plan, so that your ad. will come before 4,000 readers, but in most cases we will have repeat orders and this ad. is sure to be seen by at least 5,000 readers. This booklet is a thing that will be kept by everyone for at least one year (the calendar year). Now I offer you a running ad. for one year in a publication of 5,000 circulation and a valuable present for 200 of your best customers for the ridiculous price of \$20. Copies of this booklet for repeat orders will sell

at 10 cents a copy in 100 lots or less, or 8 cents in larger lots, so that you are getting in reality your ad. for nothing. Now I do not want a cent of your money before delivering you the copies or before you will have the opportunity of seeing that every promise was kept. All that I ask of you is to sign this card (present one of fifty cards I had printed) and this will serve us as a contract (the dealer signs). Thank you, Mr. Dealer; I am quite sure that this is the best investment of your advertising appropriation and I trust that you will soon need extra copies of the directory. Good day, Mr. Dealer.

To me this is a very unimpressive canvass, but with it, using it probably word for word, as he did with me, the solicitor got twenty merchants to sign up in two days. Each man paid \$20, or \$400 to the solicitor in all! The pamphlets were nothing elaborate, and the greater part of the above sum must have been clear profit.

Isn't it ridiculous what ridiculous schemes we merchants fall for? I believe this one had no advertising value whatever.

* * *

Brunswick, Me.

Sausage Season is Here—Beware New Law.

Act of 1911 Applies to Canned, Smoked and Fresh Sausage and Will be Vigorously Enforced. Believed that Some Canned Sausage Does Not Comply With Law.

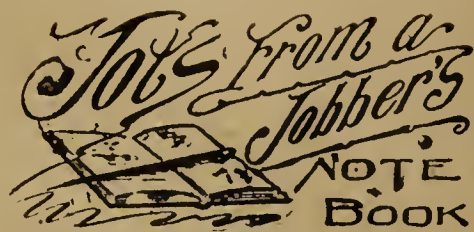
A communication has been issued by the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association during the week warning its Pennsylvania members to see that they do not inadvertently violate the new sausage law of 1911, as the Food Department intends to vigorously enforce it. The same warning can well be passed on to retailers.

The full text of the new sausage law has several times been published in this journal. It forbids the sale of sausage containing cereals, vegetable flours, and also any more water than the meats in the sausage would naturally contain. The law applies to canned sausage as well as to smoked and

fresh, and there is much reason to believe that some of the canned sausage on the market is not in compliance with the new law.

Colored Tea Ruling Confirmed.

Secretary MacVeagh during the week ended the Treasury Department's controversy with tea merchants who claimed the right to import artificially colored teas, by issuing an order to all customs collectors flatly forbidding them to pass any tea which shows traces of artificial color. The controversy grew out of the fact that some of the samples collected by the Government as standards were found to contain coloring. Secretary MacVeagh has ruled that the standard prescribed was without color, and that if some of the samples were colored without the knowledge of the Government, that would be no excuse for importing colored tea.



I was interested, at the recent Business Men's Carnival in West Philadelphia, in some advertising which a large computing scale concern industriously distributed among the consumers who thronged the streets of the carnival section. The argument on the advertising in question was as follows:—

THE COST OF EATING.

Do you know that 42½ cents out of every \$1 earned by the average family is spent for eatables? Think of it!

How much thought have you given to the question of scales?

Ninety thousand grocers and butchers are protecting their customers by using Toledo Scales.

When buying your provisions look on the scales for this sign:—

TOLEDO.

NO SPRINGS. HONEST WEIGHT.

The thought that struck me was how utterly impossible to compel a consumer to interest himself to this extent in the scales on which his food is weighed. The idea that a consumer should be interested in honest weights is of course correct, but that he can get honest weight without going this far is obvious. My experience and observation are that the consumer is an exceedingly hard man to move, even in directions which advance and protect

his own interests. When it comes to getting him to move in directions which do not directly protect his interests, but only, perhaps, advance the general good, the average consumer is nailed to his seat. There are a few that do not need personal selfish motives to inspire them, but they are very, very few. I do not pretend to be an authority on advertising, though I am a student of it in a small way, and I feel confident that these little scale circulars, which had a two-colored picture on and were very attractively printed, did not make enough of an impression on a single consumer to induce him to remember the thing five minutes after he read it.

* * *

I saw in last week's "Outlook" an advertisement, still speaking of advertising, which also interested me very much. The "Outlook" is read by cultivated people almost exclusively. It is in no sense a popular publication, and discusses all the leading questions of literature, art, science, etc. In other words, a paper for people with money and brains. Theodore Roosevelt, as is generally known, is contributing editor. The advertisement I refer to was a full-page one of Swift & Co.'s oleomargarine. Advertising oleomargarine to the class of people that read the "Outlook" is a nervy piece of business, it appears to me, for I cannot conceive that any considerable percentage of them can be induced to eat it. Not because they may not be convinced that oleomargarine is fully as honest and reputable a product as the manufacturers claim it is, but because they have no need of a substitute when they can afford to buy the genuine. In my judgment, oleomargarine will never have any place among human foods except as a substitute for butter. A product which will do all that butter will do, and which costs less money. It has no advantages over butter and therefore has no grounds to make a separate place for itself, except the one point of price. That being so, what appeal has oleomargarine to the person who can afford to buy butter? That is why Swift & Co.'s advertisement struck me as being so completely out of place.

THE JOBBER.

Good Advertising makes First Sales.

Good Goods insure Repeat Orders.

Post Toasties

are so deliciously good they confirm in the mouth, the most enthusiastic claims that can be made by our advertising man.

You are wise if you keep well stocked, because our liberal advertising and the special "toasty" flavour of Post Toasties, keep these goods moving. The most popular Flake food with the Retailer.

"The Memory Lingers"

A Great Repeater.

Postum Cereal Co., Ltd., Battle Creek, Mich.

If You Buy Through Salesmen, Read

☐ Send us two or three samples of your **Coffee**, and—provided you bought it through salesmen—if we don't open your eyes to the high cost of buying that way, we'll be mighty well surprised.

☐ We sell **Coffee** by mail, and we're bound to sell cheaper.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

Do Women Say This to You?

"Oh, no, I don't want to bother with it—it spoils too easily."

This is the spoken or unspoken reason hundreds of women have for not using **Rennet** regularly in their homes. All such women will buy **James W. Shinn's Liquid Rennet**, for every bottle is guaranteed. We can safely guarantee it because its making is as scrupulously clean as anything can be.

We also guarantee it to do its work with milk in three to five minutes—that's another point to use with women who haven't been using rennet.

And here is the argument to use with you—**Shinn's Liquid Rennet** pays you 100 per cent. profit.

Shinn & Kirk, 1400 Spruce St., Philad'a.

You Can't Sell Poor Butter for Good



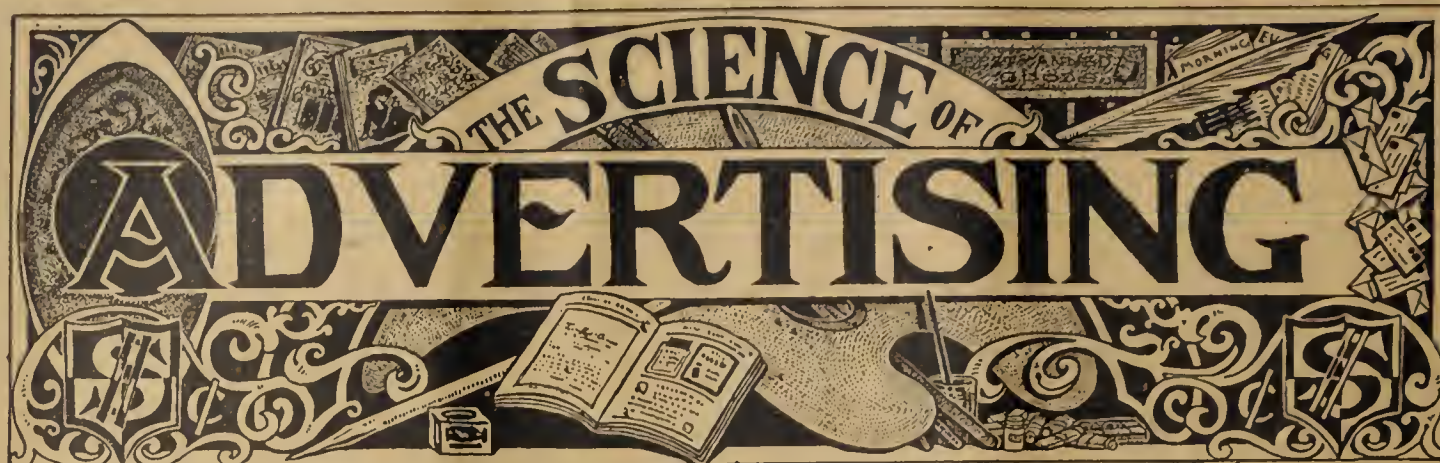
Did it ever occur to you that it is impossible to work any long continued butter fraud? You can sell cotton for wool, and glucose for honey, and you may be not found out for years; but try selling a second-grade butter as a fancy dairy or creamery and see where you land—you'd never get anywhere. Butter tells its story instantly and nobody can make a poor butter look like good.

Which means that **Gurnse** butter, by winning the sale it has in a few short years—and holding and increasing it—*must* have borne out all we claim for it.

Let us make that claim again—the very highest grade dairy butter, made under the most ideal surroundings, wrapped in brine-dipped parchment and sealed in a carton.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—35 cents.
Prices subject to market changes.

P. F. BROWN & CO., 39-41-43 South Front Street
PHILADELPHIA, PA.



This week I take up some advertising matter which exploits rather an unusual way of conducting a retail grocery business—attempting to sell wholesale quantities of goods to consumers. First let me reproduce, on its merits, a circular letter sent me by the Spot Cash Supply Co., of Taylorville, Ill.:—

the cut doesn't show this, but the lines are so wide that they almost fill the sheet. There is plenty of margin at the bottom, but almost none at all at the sides. What I am speaking of now is merely the symmetrical appearance of the thing—I wouldn't contend for a minute that the change I suggest would have increased the pulling

which makes a quantity business good, is that it costs no more to sell 10 pounds than to sell one, and second, when you sell a customer 10 pounds of stuff you at least have her trade until it is gone, with a strong chance, if the goods are all right, of still holding it. On the other hand you might not hold her trade through ten purchases of one pound each.

I am ready for more matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science

QUANTITY
BUYING IS
ECONOMY
BUYING

The Spot Cash Supply Co.,

R. K. CALLOWAY

The Consumer's Wholesale Supply House

TAYLORVILLE ILL.

WHOLESALE
DEALERS
TO
CONSUMERS

DEAR SIR:

To get right down to business, you are busy and so am I, but could I interest you in a flour bargain. All old wheat flour milled by one of the best known mills in the Northwest every sack guaranteed to please or your money cheerfully refunded. I am speaking of Sleepy Eye Flour. I have a car load of this flour which I bought at a bargain, and I am going to pass it along to you at a bargain. I'll tell you how I got it. A grocer failed in a town some miles north of here, he had a car load of Sleepy Eye Flour which was in transit before he closed. The mill of course had to take this flour back. As it was already in this part of the country they wanted to sell it here. Their man called me up and said, "Calloway I have a car of Sleepy Eye Flour for you at a bargain price." I am always looking for those things and while I had a house full of good flour the price was so low I bought it. I want to close this flour out quick. I don't expect to handle it regularly as I have my own established brands. But the Flour is O-K. I personally guarantee each and every sack. If you will investigate you will find you are paying from \$1.70 to \$1.85 per sack for good flour. Here's my rush out price on the flour, 50 lb bags \$1.58, 100 lb lots \$3.15, per bbl \$6.25, 10 sack lots for \$15.00. It's all old wheat flour and now is a mighty good time to lay in your winter supply. How do you buy your groceries anyway? Do you go to town each week and buy just a weeks supply. Why don't you buy the quantity buying plan. Buy a big bill at once, pay cash and save money. Let me figure on your next bill of goods. I sell for cash only. You pay for just what you get and get just what you pay for. Come in and see me anytime.

Yours,

SPOT CASH SUPPLY CO.

R. K. Calloway.

There is no date on this, and therefore I have no knowledge when it was used—the prices may square with to-day's market or they may not. Of course that has no effect on the quality of the advertisement, which I consider good. I would imagine that an advertisement like this, carefully circulated to the right people, would be practically certain to get results. It is written in a friendly fashion that lies, in my judgment, at the very bottom of the ability to write good advertising of this character. One thing about it, Mr. Calloway could have made his letter look better if he had had it written or printed in shorter lines and so allowed wider margins on the sides. Of course

power of the advertisement. It would simply have made a better looking advertisement.

The same concern also sends in some larger circulars and handbills, from which it appears that they are endeavoring to do practically a wholesale business. They push 50-pound sacks of flour, 10-pound boxes of cakes, a dozen cans of peas, 10 pounds of rice, 5-pound pails of lard, 5-pound pails of coffee, 5-pound lots of peaches and apples, 3-pound lots of prunes and raisins, 12-pound lots of soap, 10 pounds of beans, 5 pounds of starch, 6 cans of peaches, one gallon of syrup, and so on. Everything in quantity, in other words. The double theory

Equipment—Continued.

The best equipment is the best and most economical investment; but I do not forget that not all of us can buy the best, for there are many economies to the attainment of which we have to grow. So in telling you my plans for the new store of Johnson & Son I am not unmindful of the fact that most merchants cannot begin at the foundation this way. My thought is that in telling you these plans I may suggest to you

of Advertising. They will be filed in their order and taken up in strict rotation.

Straight Talk on Overdue Accounts.

A large manufacturing concern of Rome, N. Y., issues a business-like letter to its customers on the subject of overdue accounts which may be adaptable by some readers hereof:—

To Our Customers.

We are all in business to make a profit, and in arranging prices for the marketing of our product, we assume that our bills will be paid in accordance with the terms of sale. If they are not a portion of the profit is lost; to prevent this it becomes necessary either to charge interest for additional time taken, or to increase our prices. We prefer not to increase our prices, as that would be unfair to the customers who pay promptly, but to make our prices the lowest possible commensurate with high quality, proper service and based on prompt payments.

It is our policy to charge interest at the rate of 6 per cent. on all accounts not paid when due. If we are in any way responsible for delayed payments, we hold ourselves ready to apply fair dealing in all cases. We believe that you will agree with us that this is a reasonable policy, based on sound business principles and square dealing.

Where cash discounts are given they are intended as a benefit to you, and in order to receive them, remittances must be mailed not later than the last day allowed.

We greatly appreciate your patronage and will endeavor to give you satisfactory service, and trust, by fair treatment, to merit a continuance of your business.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

the advisability of gradually shaping your store, maybe during a long series of years, even as I have shaped mine, up to the fulfillment of your ambitions in this direction.

My new store is a flat-iron stone building erected over 55 years ago. The walls are 24 inches in the basement and 16 inches at the coping. They are solid to-day as the year after they were raised. The joists are partly

inches and partly 2 inches, but they are all full measure—not impeded $\frac{1}{8}$ or more as they would be to-day—and they are perfectly sound. Thus I have location, ground, walls and timbers; the rest does not amount to much, so I can really start pretty much at the bottom, which is what I plan to do. When I have done that I hope to have a finished business building which need not require a single important change or repair. I stay in it a generation; and which even then may only have to be enlarged. That is “some” ambition and “quite some” plan; but watch as I go on—criticise and suggest freely, for that will be mutually profitable—and see if I am working along right lines.

The basement is divided by a heavy wall into one room of about 600 square feet area, in the point of the flat-iron, and one of 1,400 square feet at the larger end. I am going to take about 200 square feet off the smaller room for the boiler, which will be walled in with 8 inches of brick. Under the rear sidewalk I shall excavate my coal and ash bins, 10 x 25 feet, and then continue another 10 x 25 feet at the end near the point, which will add 250 square feet to my smaller room, giving me 650 square feet of fine, well-lighted basement, 8 feet in the clear. This plan will insulate the heating plant so that both basement rooms will be cool, yet frost-proof, and there will be plenty of light, since there is light on two sides of the triangle and the greatest distance from outside light is less than 35 feet at any point. It is the plan to put all finer goods into the smaller room, under lock and key, in charge of one man who will keep that stock in order and know what is there at all times. This will enable stock to be systematically kept and will remove one serious temptation from the younger help, the open cases of grape juice, ginger ale, root beer, sardines, etc. A chute from the back sidewalk will drop all receipts of goods into the larger room. Here all stock will be opened and thence distributed.

This will keep the sidewalk clear at all times, will keep the litter in one place and will facilitate the proper, systematic unpacking and placing of goods received. In this room will be the cold storage boxes and the refrigerating ma-

chinery. In the corner farthest from the point we shall have an electric elevator of one ton capacity.

You can see that this store is not “as big as all out doors” and that I shall have to plan carefully, using all space economically, or I shall not have capacity for a grocery business of \$100,000. So I want any ideas which may come to you as you read; maybe we can teach each other something.

Having this kind of plan, the next thing is the mode of execution. We shall begin with the sidewalk excavation, 10 x 60 feet, to care for the coal bins, ash pits, chute and extension to forward basement. Then large windows are to be cut from the front sidewalk, under the show windows, and there will be one large one at the rear side of the point and a smaller one behind the elevator, all of which will make that basement as light as the ordinary first floor.

Next comes the plumbing and sewer work, which will be laid out in advance, so that cellar will never have to be torn up so far as any foresight can determine. Then comes the cement work, which will cover every surface, for that basement will not only be moisture and frost proof, but it will be so completely vermin proof that no rat or mouse can penetrate it; and I hope to have the interior so planned and arranged that if any vermin gets into the building it simply cannot live.

The floor of this basement will all have a gradual pitch to one central point where there will be a drain. This drain gives into the sewer and will carry out all moisture, whether of accidental leakage or scrubbing water. This is a prime point, the idea of which pleases me very much. It is astonishing to me that it is not general. It is not even common practice. Yet it seems so obvious, so logical, so simple and such a conservator of time and goods that I am at a loss to account for its not being in every building.

More next week.

MANY GROCERS

Find it pays them to read the “good stuff” in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

“The Favor of the Trade”

Does your business have it? Do you enjoy the goodwill of your trade? You say “yes”—but, consider the matter impersonally. Is your business growing? For growth is the sure sign that your business possesses a goodwill.

The various products of the National Biscuit Company enjoy the favor of the trade throughout these United States—they enjoy the goodwill of over one hundred millions of people.

Mr. Dealer—in the past twelve years hundreds of millions of In-er-seal packages have been sold, to say nothing of the inconceivable quantities of National Biscuit Company products sold from the famous glass-front cans.

Have you shared—do you share—will you share—in these immense sales?

**NATIONAL
BISCUIT
COMPANY**

**FLEISCHMANN'S
COMPRESSED YEAST
HAS NO EQUAL**

PATENTS

and Trade-marks, procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

“Our prices are always correct”



CXXI.—Interfering With Other People's Business Contracts.

I want to say something in this article along the line of the last one, which discussed the legal status of an employer whose employees were induced by a third person to break their contracts of employment with him. The subject of this article is the law as to interference with ordinary business contracts—not a contract of employment, but any other kind of a business contract, such as an agreement of sale.

This sort of thing happens at times in the experience of every man in business. Let me cite a case which is to some extent typical. About a year ago A, a wholesale dealer, made a contract with B, a manufacturer, by which A was to take the entire output of B's factory, at a certain price, for a period of one year. The contract was carefully drawn, and legal and binding in every way. Both parties fulfilled it until July, when C, coveting B's goods, induced B to break his contract with A by offering B a better price than he was receiving under the contract with A.

Now under the laws of all States A would have an action against B for breach of contract, but the subject now is whether A would also have an action against C, not for breach of contract, for A and C had no contract, but for interference with the contracts of others.

The weight of authority is that A could sue C for the wrong he had done him, but the law is not uniform on the subject, and the States that have decided the subject have decided it different ways. All States agree that if C used any illegal method of inducing B to break his contract, C would be liable to an action by A. As for instance, if he used slander. Suppose B was a highly religious man—a man who as some

men do, confined his business dealings as far as he could, to men of like religious proclivities. Imagine C going to B with a statement that A was a grossly immoral man, that his reputation was bad, and that B's own reputation was suffering by reason of his connection with him. If this story was false the law of any State would give A an action against C, if the telling of it led to the breaking of the contract between A and B. If C used no method unlawful in itself, however, but simply offered a better price, the laws of the States do not agree as to whether C could be sued or not, though the weight of opinion is that he could be.

California, Kentucky, Maine, Minnesota, Missouri and Tennessee have decided that C could not be sued for interference under the conditions I have outlined. Massachusetts, Florida, Maryland, Louisiana, Michigan and North Carolina, however, say that he could be, and their decisions are strong and would probably induce at least the majority of the other States—which have not yet decided the point at all—to adopt the theory that the man who induces one party to a contract to break it, whatever his motive, is liable to an action for damages by the injured party. That is without doubt the fair and logical attitude to take.

Of course the interfering party must have known that the contract existed. If C, not knowing of the agreement between A and B, merely offered B a price for his output and B accepted it, A would have no action whatever against C.

In the article on violated contracts of employment I touched on the status of the third person who prevents a contract from being made which would other-

wise be made. The same principle there described applies to interference with business contracts other than contracts of employment. If the motive is fair competition, the interfering third party is not responsible. For instance, in a recent Massachusetts case the court decided as follows: "An action will lie for depriving a man of custom, that is, of possible contracts as well when the result is effected by persuasion as when it is accomplished by fraud or force, if the harm is inflicted simply by malevolence and without some justifiable cause such as competition in trade."

To apply this, I will suppose that A, a manufacturer, is about to get an order from B, a dealer. All arrangements are made, and everything done except the signing of the contract, which, incidentally, is necessary in order to complete the transaction. Before the order is signed C, another manufacturer, interferes, and gets the contract for himself. If there was nothing in this but competition, C cannot be sued. If, however, C was not after the order for himself, but his only object was to keep A from getting it, C can be sued for his interference.

In one recent case which came under my notice, an employer of a large number of persons brought his power and influence to bear to prevent his employees from buying goods of a certain local retail dealer. The latter sued the manufacturer for his interference in preventing him from making sales which undoubtedly he would otherwise have made. No competition was involved here; the manufacturer did not sell the same goods which the retail dealer sold; in fact, he did not even make them. His sole reason for interfering was a private quarrel, which the court held was not

sufficient excuse for interfering in the contracts which his employees and the retail dealer might have made had they been let alone.

The law as to inducing parties to terminate contracts which they would otherwise have continued is the same as to business contracts in general as to contracts of employment. Competition will excuse it, but the third person who interferes from a malicious motive is responsible to the injured party.

(Copyright, September, 1911, by Elton J. Buckley.)

Question: "H." West Haven, Conn.—I am a reader of your valuable paper for about four years and have found lots of new in it. I now wish to get a little information regarding collecting bills.

I had a customer who moved from the State of New Jersey to West Haven, Conn. He started to trade with me and contracted a bill, but I was unable to collect same.

I attached their piano, which I have now in storage awaiting the trial of the case. Now I find they had a chattel mortgage on it in New Jersey, the owner of which sent same to New Haven, Conn., and put it on record there. I had the records searched in West Haven and found nothing there. New Haven and West Haven are two different governments.

Now the people from New Jersey are claiming the piano—is it worth while to fight the case any further? Who has legal right to same? Trusting I will hear from you in your next issue.

Answer.—It might or it might not be worth while to fight the case further. As I understand it your customer gave a chattel mortgage on his piano while he lived in New Jersey. He moved to West Haven, taking the piano with him, still subject to the mortgage. Later the mortgage was transferred to New Haven, not West Haven, and recorded there. I find that New Haven and West Haven are in the same county; in fact were formerly parts of the same place. Whether the chattel mortgage takes precedence over your attachment depends on whether it was recorded in the right place, and also whether it was recorded before your attachment. If New Haven is the proper place to record chattel mortgages for New Haven County—and I judge it is, because it is the county seat—the mortgage comes first if recorded before your attachment issued. If on the

trary the mortgage was not re-
ded until after you had issued
r attachment, the latter comes
t, and you can sell the piano
ardless of the mortgage.
Even if the mortgage comes
t, the piano might bring more
n the amount of it, in which
e you would get the rest.

NOTE.—Requests for informa-
n in this Department should
sely set out in full all the facts
aring on the case, and all ques-
ns should be carefully framed
avoid misconstruction. Write
one side of the sheet only.
tters should be received at this
ice not later than Tuesday of
ch week to ensure an answer
the Monday's issue following.
e signature and address of the
riter must accompany all in-
iries, and will be published un-
ss there is a request not to do
All inquiries received will be
swered without charge. Ad-
ess all communications to Legal
ditor "Grocery World and Gen-
eral Merchant."

Some Rules for Retail Clerks.

Here is a set of rules which a
uccessful veteran retail meat
ealer lays down for clerks to
llows:—

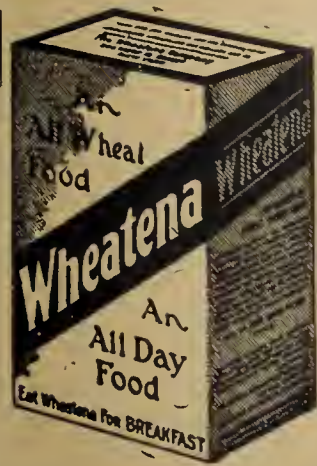
1. Less soup bones will be given away.
2. Smaller pieces of suet will be given away.
3. No liver will be given away.
4. No pieces of bologna will be given to children.
5. No chicken fat or giblets are to be given away.
6. No ounces in weighing goods are to be given away.
7. No unnecessary waste of paper and bags.
8. Weigh the ice more carefully.
9. Don't waste ice in packing poultry and fish.
10. Don't leave the ice house door open a second longer than necessary.
11. Don't wear soiled aprons or gowns while waiting on trade.
12. Don't chew tobacco while waiting on trade.
13. Don't go out for a drink during business hours.
14. Don't lose patience or your temper while waiting on trade.
15. Don't show up a customer's ignorance of meats.
16. Don't sneer at customers.
17. Don't have dirty blocks or benches.
18. Don't have dirty windows.
19. Don't leave dirty sawdust on the floor.
20. Don't pick the fat carelessly.
21. Don't leave the light burning in the ice house.
22. Don't use the telephone unnecessarily.
23. Don't come to work late.
24. Don't watch the clock too anxiously.
25. Don't be gruff or rude to a late customer.
26. Don't neglect weighing incoming stock.

We Are Headquarters for FRUIT JARS Mason—Banner—Lightning

Lowest Prices—Best Quality—Prompt Shipments

FISHER, BRUCE & CO.

No. 221 Market St., Philadelphia



It "Pleases More People Better."

Wheatena is a splendid seller and a splendid food. If you sell it now, you know that already; if you don't sell it now, you could know it and the time will come when you will.

Wheatena is the succulent hearts of selected wheat and pleases more people better than any other cereal made.

THE WHEATENA CO., Rahway, N. J.



When a Customer Asks You for "Cocoa"

that's your chance to *please her* and make the *best profit* for yourself by selling her

RUNKEL'S COCOA

it's rich strength of flavor and absolute purity have made it the leading seller everywhere. You can sell more of it than any other because your customers will *like it so much* they will use it oftener. **RUNKEL'S COCOA** is also a **Hamilton Plan** product: the **Hamilton Coupons** in the packages make it easier to sell because your customers save them to exchange for valuable premiums; the **Hamilton Bonds** you get in every case can be exchanged for Furniture, Store Fixtures—practically anything you want for home or store.

RUNKEL BROTHERS, Inc.

445 W. 30th Street,

New York, N. Y.

Branch Offices in Chicago, Philadelphia, Boston and Denver

That Extra Process



The best starch we make—the very finest starch possible to produce—is **Garantee** Starch.

The second grade is **Penn** Starch.

It may seem presumptuous for us to claim to make better starch than the gigantic starch trust, but that is precisely what we do claim. Nor does this rest on empty air. We put **Garantee** starch through an extra process that even the finest other starches don't go through. We told you about this in a recent advertisement—it makes it work smoother and keeps it from sticking to the iron; a talking point that will sell **Garantee** Starch every time it is tried.

Come, give a worthy independent starch factory a trial order.

AMERICAN STARCH CO., LITITZ, PA.

HENRY PARR, Sales Manager

27. Don't use dirty baskets.
28. Don't waste skewers.
29. Don't waste time.
30. Don't wait on trade with dirty hands.
31. Don't syklark when I'm out.
32. Don't neglect your duties when I'm out.
33. Don't keep customers waiting a second longer than necessary.
34. Don't use the same tools or baskets for fish and meat.
35. Don't clean fish or poultry in the front of the shop.
36. Don't wait till closing up time for picking fat. It makes the shop smell bad.
37. Don't steal a few minutes to smoke in the ice house. It's bad for the meat.
38. Don't steal a few minutes to smoke in the cellar. I'm paying for your time.
39. Don't smoke at all; it looks bad where food is offered for sale.
40. Don't allow the ice house windows to get greasy.
41. Don't let slime and dirt accumulate in the bunkers; it's bad for the meat.
42. Don't spit on the floor.
43. Don't handle poultry like pig iron. It hurts the appearance and makes it harder to sell.
44. Don't neglect scrubbing the chopping machine every evening.
45. Don't use dirty tools.
46. Don't chop where you can saw.
47. Don't be abrupt or rough to children. They'll tell their mothers, and you may lose their trade.
48. Don't argue with customers.
49. Don't argue with each other.

Big Shortage in This Year's Butter Reserve.

Amount in Storage Over 8,000,000 Pounds Less Than Year Ago. Substitutes Hope for High Fall and Winter Market. Oleo Higher.

Speculation is rife as to what the butter market is likely to do this fall and winter, and whether it will prove a good season for oleomargarine and renovated butter, both of which reap their harvest when butter is high.

There is a decided shortage in the butter in storage this year as compared with 1910. It amounts to over 8,000,000 pounds, and this is sure to have a decided effect on the market. Notwithstanding the shortage, the butter market averages about 5 cents cheaper than a year ago. Last winter the range was 40 to 45 cents; this year may or may not reach those figures. The substitutes are eagerly watching to see what the market will do. Oleo is 1 to 2 cents higher than a year ago, and this is sure to have an effect on its sales unless butter gets very high. There is very little renovated butter sold in Pennsylvania, as the license is too high. In New Jersey, however, the sales are very large, if the butter market is high.

THE STROLLER'S COLUMN



Just Read This, and Thank Your Lucky Stars.

Chicago, Ill., Sept. 20, 1911.

Dear "Stroller."

I read your article on getting rid of a bad partner with the most absorbed interest. There is a saying that some people are born great, others achieve greatness, while others have greatness thrust upon them. The same saying applies to bad partners—some people are born with bad partners, some achieve them, while others have bad partners thrust upon them. I am one of the latter—I have a bad partner, but she was thrust upon me. Yes, it is a "she," and I would not be so frank about it, I can assure you, if it were not that my partner never reads trade publications and sees no good in them whatever. Whatever use you make of this letter, therefore, she will not be aware of it, except I pray you be merciful and hold back my name. I calculated it will do me a heap of good to unburden my mind, as I am not far from desperate at times. That is why your article touched me so closely.

I am an equal partner in a store in one of the suburbs of Chicago, a good store as suburban stores go. My original partner—as congenial a fellow as ever lived; how I mourn his loss—died about a year ago and left a will that his wife, who has had much experience in business, should take over his share and continue as an equal partner with me in the business. I was doubtful of the experiment from the first, as the wife was always a domineering woman, and my lawyer told me then that I was not forced to accept her. I did not feel like going against my dead partner's express wishes, however, and so I made no objection. Would now that I had! We did not get along for a single day. She is a very erratic woman. Often she will stay away from the store for days together, then she will come every day for a week and criticise and find fault with everything and everybody. She upsets the clerks, and generally plays — with everything. Nothing suits her, from the arrangement of the stock to the energy of the bookkeeper. She has a great passion for discharging bookkeepers, as she thinks all bookkeepers are dishonest, and I was in a fearsome muddle until I put my foot down, when we finally got a good one, and said she should not go. The woman is one of these cutting, sarcastic talkers that simply stir your blood to murder. Every man in the store expresses the greatest possible dislike for her, as she never shows them the slightest friendliness or consideration.

Notwithstanding all this, she has good business ideas, and if she would change her manners would probably be a good help in the business. What it must have been to live with such a woman as husband and wife I cannot conceive of. I

am miserably discontented and unhappy. All I own in the world except my home is in the business, and I am afraid to make any serious move for fear of endangering my interests. I have offered to buy her half, even to pay her half as much again as it is worth, but she will not listen, and I have offered to sell her my half—at a sacrifice—and she will not hear to that, either. My wife says the affair will injure my health if it is not cured, and I am inclined to believe her. I am not writing to you in any hope you or anybody else can help, but simply for the satisfaction of letting the thing out. Possibly my experience may help some of the trade brethren not to make the same mistake I made.

Yours truly,

* * * *

Say, what d'ye know about that, anyway?

Old man, my hand goes out to you—you're sure in bad.

Nope, I've got a hunch I can't help much. I suppose the old cat is as healthy as all git-out; that kind usually are, and they live forever.

You're right when you say you made a break in ever taking her in, but it don't do any good to own up to that now. I've seen some women partners before. As I've seen 'em, they're either cantankerous like this Chicago female, or no good at all. Mighty seldom you get hold of one that's just right.

Of course if there wasn't any law against murder, you'd be all right. I could put you next to a dozen good schemes if it wasn't for that. I was hoping through the most of your letter that you wasn't married, but I see you say you are. If things were different you could marry her and then beat her head off. I've heard they let a man do that to his wife in Chicago.

Seriously, old man, I'd get rid of her somehow or other. I wouldn't go on like this—there must be some way; no man is called on to stand such a thing. Seems to me I've heard that when two partners can't get along the

law will separate 'em, just like a man and his wife. Why don't you get a good lawyer and go after her? You can worry her some, I'm sure.

This little thing may help you—I know a couple of fellows—partners—that didn't get along worth a cent. One of 'em had a fierce tongue and he started it off early every day and worked it overtime. The other never came back, because he didn't like scraps, so the other one simply talked all over him because he knew he could.

One day I said to the quiet fellow:—

"Ed, why don't you let out on Frank sometime? Give it back to him just a little better than he sends. I'll bet a dollar he'll be cured in a week. You always keep your mouth shut and he takes advantage of it. Show him you're ready for a hot scrap every time he wants to start one."

D'ye know he did that? The very next time Frank started to hit it up Ed was there with the back talk and for five minutes the store sounded like bedlam. Right before some customers, too. One of the clerks told me he never laughed so much in his life. You may not believe it, but those fellows get along fine now. This starting scraps is different when you know there's somebody waiting at the church to scrap with you every time.

Maybe you could work that, my friend from Chicago. I don't know how you treat this woman, but maybe if you'll talk back to her she may take a tumble. If that don't work, I'd get rid of her if I had to choke her.

THE STROLLER.

Preserving citron, sure sign of fall, are in market. The quality is very poor, and the price averages 20 cents per basket.

THE GROCERY MARKETS

Tea.

The tea market is fairly active for the season, and a good business is reported for the week. There has been no general change in prices during the week, although Foochow and Congou are probably $\frac{1}{2}$ cent firmer. The consumptive demand for tea is very firm.

Coffee.

The coffee market continues firm and high. It is probably safe to quote all grades of Rio and Santos at $\frac{1}{8}$ cent higher. Firm crop prospects and strong speculative support are responsible. Mild grades are also higher and holders in primary markets are holding for $\frac{1}{4}$ cent higher. The market is very strong. Java and Mocha unchanged and quiet.

Sugar.

The sugar market continues exceedingly strong, though the Philadelphia market shows no change for the week—all refiners are quoting on the basis of $6\frac{3}{4}$ cents for granulated. The New York market, however, is 7 to $7\frac{1}{2}$ cents, the difference being wholly artificial. It is understood that the New York refiners are asking more money because they expect to make prompt deliveries, while the Philadelphia refiners will deliver nothing more than a few barrels a day, and only those when they are absolutely needed. It is known, however, that the New York refiners are not in a shape to do much in the way of prompt deliveries, either, so that the difference between the two markets is as stated very largely nominal and artificial. The demand for sugar continues good, but refiners are keeping a tight hand on orders and refuse to allow any buyer to get far enough ahead to speculate. As a matter of fact, sugar has been sold during the week from jobber to jobber at about $\frac{1}{2}$ cent above the regular market. Without doubt there will be enough raw sugar in the not distant future to relieve the present pinch.

Syrup and Molasses.

Glucose has advanced 5 points during the week and compound syrup $\frac{1}{2}$ cent per gallon. The de-

mand is still light. Sugar syrup is unchanged and in quiet demand as yet. Molasses dull at ruling prices.

Fish.

The mackerel situation is strong. Holders of both Irish and Norway fish on the other side decline to offer goods, owing to light catch. There has therefore been no quotable change during the week, though the undertone is probably stronger. The consumptive demand for mackerel is only fair. Cod, hake and haddock are unchanged and the market is steady to firm, with a light demand. Salmon is unchanged. There seems to be plenty of pink fish at \$1 per dozen. The domestic sardine market has gone all to pieces, and some packers have offered quarter oils as low as \$2.15 during the week. This is not the general market, however, as all the packers will not meet it. Imported sardines are quiet and unchanged.

Canned Goods.

Tomatoes show no change for the week. The pack is proceeding very satisfactorily, and the market for new goods ranges all the way from 80 to 85 cents, although this difference in quotations may be partly accounted for by the fact that there is a great deal of poor stuff being packed this year. Corn is unchanged, and the outlook is for a good pack everywhere. Peas remain unchanged—scarce, firm, high and quiet. Apples remain about unchanged. The crop will be large, especially in New York State, and sales of new goods have ranged all the way from \$2.35 to \$2.50 f. o. b. in a large way. From all appearances the market is more likely to decline than to advance. California canned goods show no change and quiet demand. Small standard canned goods are dull and unchanged.

Dried Fruits.

Prunes are about unchanged, but the market is not especially strong, as the crop will undoubtedly be large. Peaches are easier and sales have been made during the week at a drop of at least 1 cent from former prices. The

market is still relatively high, however. Apricots remain about unchanged, and the demand is very light. Raisins are uncertain—some holders are talking higher prices and others seem to have no special confidence in the market. Currants unchanged and in fair demand.

Beans and Peas.

Domestic pea beans have advanced and the quotation is now \$2.50 in a large way. This is an advance of about 10 cents. The demand is very moderate. Domestic marrows have made quite a flurry. The New York quotation, by reason of alleged scarcity, is \$3, which is an advance for the week of 40 cents. In Philadelphia, however, holders have hardly been able to get \$2.85, though they will if New York holds up. California limas are still weaker. The new season is now open, and old beans have had to drop to the level of the new, which is 5.90 cents in a large way. This is a drop of about 35 points from recent prices. Green and Scotch peas are unchanged, firm, high and quiet.

Butter.

The receipts of butter continue normal for the season, and the quality arriving is fully up to the standard. All grades meet with ready sale and the market is firm at ruling quotations. The outlook is for continued good supply, with no prospect of immediate radical change.

Eggs.

The egg market is firm at 1 cent per dozen advance. The receipts are up to normal for the season and the consumptive demand is very good. The quality of the current arrivals of eggs is improving as the weather cools, and the market is healthy at the recent advance.

Cheese.

The consumptive demand for cheese is about normal for the season, and the receipts are about the same as a year ago. The quality is averaging fancy, and all grades meet with ready sale at firm quotations. The market may remain on present basis for another week.

Provisions.

All cuts of smoked meats, including skinback, regular and picnic hams, bellies and bacon, have declined $\frac{1}{2}$ to 1 cent per pound during the week, and the market is steady at the decline. The demand is about normal for the season and the decline is seasonable. Pure lard has also shared in the decline, and is barely steady at $\frac{1}{2}$ cent off. Compound lard is steady and unchanged, with a fair demand. The outlook is for lower prices within the next few weeks. Dried beef is steady and unchanged. Barrel pork is unchanged and in seasonable demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

The Holland herring fishing is reported to be very poor indeed, and is short about 100,000 barrels against last season. Prices have therefore advanced, but the advance is rather insignificant, as the demand here is still rather small. If Germany should come in the market and buy very heavily, prices are sure to have a strong advance.

Scotch fishing is very poor this season. Prices have advanced very materially and some of the packers of tinned fish along the East coast of Scotland had to stop operations owing to lack of fish.

From Norway prices are reported the same as last season. Although there is no large fish to be had, it is rather too early as yet to say much about the Norway season.

Norway Mackerel.—Shipments are now coming in more freely. The market seems to be somewhat stronger, as the fishing seems to have fallen off. So far the quality of the mackerel arrived here has not been very satisfactory, but it is expected that next week's

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

arrivals will be of good enough quality to satisfy the trade.

Imported Oil Sardines.—Unfortunately there is no change; the catch in France continues absolutely nil. No packing can be done, as there is no fish.

In Portugal they are also catching just a few straggling fish, which do not amount to much, and even in Norway the catch is just about fair. On the other hand the demand has been somewhat stimulated by the scarcity of sardines and also by the scarcity and advance in price of other food products.

We shall be unable to fill the orders that we have taken for French sardines this season. Will hardly be able to deliver 25 per cent. and this percentage we shall be able to deliver if the catch improves very materially in the near future.

STROHMEYER & ARPE Co.
New York, N. Y.

Standard Canned Goods.

A glut of raw tomatoes was expected during last week, but it did not arrive, and now its arrival is scheduled for next week. With a sudden drop in the temperature here on last Wednesday and Thursday a week, dangerously near to the frost line, and with light frost in some parts of Maryland and Pennsylvania, visions of a short canning season for tomatoes are anything but comforting to the packers. It is not so much the present weather conditions that worry the farmers and packers. It is the crop conditions that cause the anxiety, and they are not improving. Usually the weather conditions during September and October are ideal for the growing and canning of tomatoes in Maryland, Delaware and New Jersey, where probably two-thirds of the output of the canned article in the United States is made annually, and, owing to that fact, the canners have not lost all hope by any means of making a good-size pack before curfew rings and the canneries are closed for the season. Until the canning season actually comes to an end, there may be some occasions when tomatoes can be bought at a shade lower than the present quotations, but the chances at this time are all decidedly against it. Should there be no glut period in raw tomatoes during the next ten days or two weeks intending buyers ought not wait longer.

The canning season for corn is drawing near to a close, and the Maryland canners have made an excellent showing as to quality, and perhaps as to quantity as well. They had sold such large quantities for future delivery, however, that it remains to be seen whether or not there will be much surplus stock with which to supply the fall and winter demand, not to mention the require-

ments for the following spring. The pack of lima beans has been small, comparatively, and only a couple of weeks of the canning season remain.

A strong market for the new crop of sweet potatoes and spinach causes a large demand for those two articles, and there are reports of short crops of both arti-

cles. They are worth your immediate attention.

Even the high prices for peas doesn't stop the buying of them, and the small stocks here were further reduced this week. Soaked peas continue to be active to fill requirements for something cheap in that vegetable. String beans, kraut, okra and tomatoes

and plain okra are all fairly active and reasonable as to prices.

Apples and pears continue to be the most active articles in the line of fruits here, and the canning season for them is now at its best as to quality and quantity. They look attractive at to-day's prices. Some of the orders for them last week were quite large. The buying of pie peaches and second peaches was more active during the week, though the orders, as a rule, were small. It is these numerous small orders, however, that absorb the offerings surprisingly. All the other lines of fruits are firm because of the light stocks held here—pineapples, berries, cherries, etc. Cove oysters continue quiet and firm, with an increase in the inquiry for October and November shipment.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is steady and quite firm. The consuming demand is on the increase and is likely to continue during the fall months.

Pepper.—The market for futures eased off in Europe, though there is no perceptible change in values here. Spot demand is very active. White peppers are selling unusually well. Stocks are reported small and considerable pepper will have to be imported to cover our requirements over the fall and winter months.

Red peppers are firmer and in good demand. Prices are apt to advance.

Cloves.—Spot demand unusually large. Stocks are reported very small. Foreign prices are higher than here and indications really point to higher values until arrival of new crop.

Pimento (Allspice) steady and in good demand. Prices, however, are unchanged.

Nutmegs generally higher. The buying has been large. The supply here has been greatly reduced and it is hard to make purchases in the East. All indications point to higher prices on nutmegs before the close of the year.

Mace.—Stock of prime quality is exceedingly scarce. Prices have advanced and are likely to go higher.

Cassias.—All grades in fair demand; China is steady and shade firmer.

Gingers very steady and in fair demand. Prices are unchanged.

Green ginger root unusually scarce and it is almost impossible to tell whether any more importations will arrive this year. The market, therefore, is exceedingly firm and higher prices are in order.

Tapiocas quite steady but unchanged during the week.

Seeds-Herbs.—Canary and Poppy have steadily advanced. Celery is scarce and firmly held

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Remove the Grouch.—You can't sell goods if you have a grouch. Remove it. And the way to remove it is to go right to the cause. Ten to one you're in the wrong. If you imagine the boss is sore on you, or the manager has got it in for you, or the floor man has no use for you—go after him.

Ask for a private interview and say something like this: I feel that my work is not satisfactory and while in this condition of mind I cannot do my best. I may have misunderstood you—I may have misinterpreted your manner, but if I haven't I want to know where the trouble lies.

That's the way to go to a superior officer and you may rest assured you'll get a reply that will "remove the grouch."

Our's Is a Spring Wheat Flour.—"But," says your customer, "what of that." Well, spring wheat is hard and flinty and of course stronger, and the stronger the flour is the more milk or water it absorbs, and you can easily see that such flour is cheaper to use.

Not only that, but the important, or what the chemists call the "component" part of spring wheat is gluten, whereas that of winter wheat is starch.

If you are selling under your own or any other brand a straight spring wheat flour you are giving your trade the best thing there is. If you are up against a low price very likely it is a blended flour.

Selling Macaroni.—If you ever have an opportunity visit a macaroni factory—Mueller's, for instance, in Jersey City. It's an

education. The real difference in the good and poor macaroni is the quality of the raw material and the method of drying.

A poor macaroni will cook pasty and sticky and will have an unpleasant after taste, while a good macaroni will be tender and sweet.

Your customer says, "What is the difference in the imported Italian article and the American?"

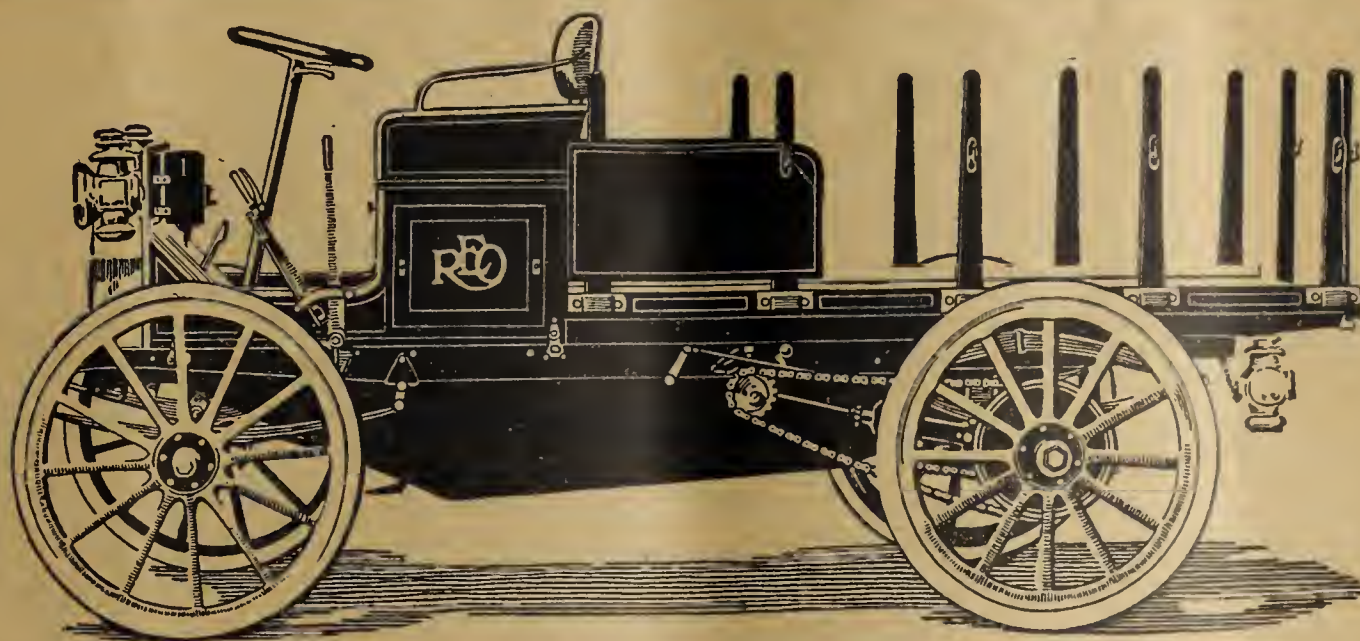
The writer's experience is that the imported is *not* superior to ours.

Ours is made from Northern spring wheat farina and this is as good in quality as anything that grows. You can say that the general preparation of this article, particularly that of drying, is far more sanitary than that used by the Italians.

Speaking of Prepared Mustard.—It's well for you boys to know that color has nothing to do with the quality. Turmeric makes the color. When a woman tells you she can buy a bigger bottle for 10 cents than the one you offer, what are you going to do about it?

You can say this (provided of course your firm is handling the best goods: this mustard is a combination of the best mustard seed, the best spices and the purest vinegar. On the other hand the low grade article is composed of vinegar, the cheapest class of flour and bran. You can further say that as "mustard" it has no food value whatever.

Understand, you're describing the low grade mustard—not necessarily "roasting" the other fellows. Never do that directly.



Wheel base,
90 inches

Horsepower,
10 to 12

Capacity,
1,500 pounds

Length behind
seat, 6 feet

For Only \$750

The Reo Light Delivery Truck, Designed by R. E. Olds. Does the Work of Three-Horse Drawn Trucks, at Less Than Half the Cost

By R. E. Olds

I have written a book—a practical book—for men who deliver goods. I want every such man to have it.

It gives figures and facts based on tests I've made with a thousand Reo trucks. It shows that horse deliveries, under average conditions, cost $2\frac{1}{2}$ times what they cost with this truck.

It proves that this truck will save its cost in one year with any man who keeps it busy. When idle all cost is stopped. If you think that horse deliveries are going to continue I ask you to read this book.

The Perfect Truck

Lots of costly mistakes have been made in trucks built on a pleasure-car chassis, equipped with pleasure-car engines, sold at pleasure-car prices. They were not economical, not satisfactory. And a good many men have come to think that the horse-drawn truck will continue.

That is folly. Motor car designers have simply been too busy to solve the light motor truck question. In the next three years horse delivery is bound to be nearly wiped out.

I have designed what I regard as a perfect motor truck. I have tested a thousand of

them, in fifty sections, in forty lines of business. And any man who learns what I know about it will never deliver by horse.

My 7-Year Motor

Almost the whole truck problem lies in the motor. A truck runs on solid rubber tires and the usual engine can't stand the jar. Most trucks are driven by unskilled helpers. The engine must be simple, must be trouble-proof.

I have built gasoline engines for 25 years—built them for every purpose. For a dozen years I have built motor car engines. The past seven years have been largely spent in perfecting the engine in this truck.

It is radically different from my pleasure-car engines. It is built for moderate speed, for utter simplicity, for immense durability. Just give it gasoline and oil, and let it go. One never needs to think of it.

Let your delivery man drive it and care for it. No mechanic is necessary. It's less trouble by far than a horse.

1,000 Tests

Before committing myself in this way to this truck I have tested one thousand of them. The tests have now covered a year.

I have tried them on cobblestones and asphalt; in mud, clay, sand and snow. I have tried them in rural deliveries and in hilly towns. I have proved their economy in forty lines of business.

I had a milling concern, at one time, make an 18-day test against horse trucks. The horse truck in that time made 133 deliveries. The motor truck made 418. The horse covered 110 miles—the motor truck covered 560 miles.

I have carefully figured comparative costs on the basis of

many tests. The average cost of running the Reo Motor Truck constantly is \$84.90 per month. That includes a driver at \$50 per month. It includes depreciation, painting and repairs, tire usage, gasoline and oil, and 6 per cent. interest on the investment.

The cost of running two horse-drawn trucks, figured in the same way, is \$135.58 per month. That's 60 per cent. more than the cost of one truck. Yet two horses can cover only 50 miles daily. The truck can cover 70, used in the same way.

Then the truck costs nothing when it isn't busy. It is never fazed by the heat, never stopped by the snow. The average difference in cost is about three to one in favor of this motor truck. And it trebles one's range of delivery.

Price, Only \$750

We are selling this truck for \$750—a seemingly impossible price. No other truck of like capacity has ever been offered anywhere near so low.

The reason is this: We are going to sell trucks on a business-like basis. We are going to sell trucks at a dray-wagon profit.

This is not an experiment—not any side issue. We have built and equipped a big, separate factory solely for these trucks. Its present capacity is 5,000 trucks per year. Our object is to quickly bring this output up to 20,000 trucks per year. The demand for these trucks, when men find them out, is bound to break all the motor car records. It is good business, we think, from the very start, to quote a minimum price—the lowest it ever can be.

Write for My Book

Write us to send you my book on Trucks. Look into this subject, and into this truck. Wherever you are we have salesmen near you to demonstrate this truck. We have men to teach your men to run it. And these men, year in and out, will render you Reo service.

Just write us now, before you forget it, to send you our book on Trucks.

R. M. Owen & Company

General Sales Agents for

Reo Motor Truck Company, Lansing, Mich.



Same Truck with Delivery Body—same price. Top and side curtain added for \$50 extra. A folding top over driver's seat only costs \$25.

Caraway also advanced during the week.

Sage.—The fall demand is now on. Prices stationary. Marjoram, Savory, Thyme, are now inquired for. Prices unchanged.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

New York is still shipping peaches, but many of them are soft and need to be pushed for sale. The range is \$1.75 to \$2 per rack of two baskets. Mountain peaches from Southern Pennsylvania and West Virginia are also coming in and range from 75 cents to \$1.25 per basket. The quality of the current receipts is fair and the demand fair.

Tomatoes are still coming forward freely, though the quality is not very good. Cannermen are still paying 18 to 20 cents per basket, and anything fancy is worth 30 to 35 cents. The latter are not fancy; there are no fancy tomatoes on the market.

Cantaloupes of fine quality are coming from Colorado, Utah and Idaho. The market ranges from \$1.50 to \$2.

White potatoes are easier and now range from 50 to 60 cents. More are coming in, Maine shipping large quantities.

The first new Florida persimmons are in and average \$3 per crate. The demand is light, as the season is early.

The first big cultivated chestnuts are in market, and the average value is \$4 to \$5 per bushel.

Valencia Raisin Prospects Decline.

The American Consul writes from Valencia, Spain, that the promise of an abundant raisin crop, which appeared to be implied in timely spring rains, luxuriant growth of vines, and an exceptionally fine show of blossoms, has not been fulfilled. The damp weather that followed the copious rains of May interfered with the setting of the fruit in low-lying localities. Estimates of the raisin crop, which averaged about 25,000 tons up to the last week of July, now that the first grapes have been harvested on light soils and early vines, have fallen to 20,000 tons, against 19,000 harvested last year, 24,500 tons in 1909, and 26,200 tons in 1908.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Buy Unpreserved California Figs

Franklin Furnace, N. J.,
September 15, 1911.

To the Editor.

Dear Sir:—We wish to purchase a small quantity (25 pounds) of fresh ripe white California figs (not preserved) and would be pleased if you can inform us of a dealer in the East from whom we can get them.

Any information that you can furnish will be appreciated.

Yours very truly,

J. W. WALTERS,
Store Manager The New Jersey
Zinc Company Store.

These figs will not arrive until some time in October, at which time you can get them of Birdsong & Co., Inc., 38 North Delaware avenue, Philadelphia: 25 pounds would cost about \$3.50.

A Mail Order Clothing Scheme.

Wilksburg, Pa., Sept. 19, 1911.
To the Editor.

Dear Sir:—We have just received a catalogue from the Mutual Trading Company, Chambers street, New York City, a mail-order clothing house. We would like your opinion of this company. Their plan is for the merchant to take orders and then they send the amount ordered. In this way we would not carry any stock. Please tell us your opinion of this plan and what you know about this company, and oblige,

Yours truly,

D. W. MARSHALL.

The Mutual Trading Co. is an apparently substantial concern, for it is rated at \$100,000 to \$150,000, credit first grade. Nobody connected with this journal has ever heard of it and therefore we know nothing of its methods or its straightforwardness. It is assumed that the concern sells ready-made clothing only. If so, it would appear like a pretty good scheme to take orders which are forwarded and filled, you to collect for them, deduct your percentage and remit the balance. At least it should be an experiment worth making if it is not necessary for you to invest any

money in it at the start. We do not advise putting up any money at the beginning. Perhaps some reader hereof has tried the plan and will tell us how it worked.

Four Questions Asked and Answered.

Easton, Pa., Sept. 20, 1911.

To the Editor.

Dear Sir:—Please answer the following questions through the columns of your journal.

No. 1—X represents a large city in Pennsylvania and Y represents a borough bordering same. A lives in the former and wishes to take orders and deliver merchandise in the latter, which has passed an ordinance forbidding same unless he would pay a license. A takes orders one day and delivers the next day. Can A be compelled to pay the license fee?

No. 2—What do we mean by a successful business in this, the twentieth century?

No. 3—While so much is being talked about the cause of high prices, what do you consider the real cause of high prices?

No. 4—In the columns of the last edition of your journal you lead me to think that a beginner in business is safe to borrow a few thousand dollars at 5 or 6 per cent and invest same so as to make 20 per cent. Now, don't you think with so many twentieth century risks, failures and expenses, a man with little or no money had better not venture? If the cost of doing business is from 13 to 18 per cent. and interest on borrowed money 6 per cent. a man who borrows money to make 20 per cent. would really lose the difference between 18 per cent plus 6 per cent., or 24 per cent. and 20 per cent., which would be 4 per cent.

Yours truly, INQUIRER.

1—There being no question of interstate commerce here, the writer's judgment is that such an ordinance would be legal.

2—A successful business is one which pays a fair return, everything considered, on the money invested. This is of course an exceedingly general answer, but so is the question general.

3—There are fifty opinions as to the cause of high prices. The writer believes that three causes have probably combined to force values up: First, a bona fide shortage in the supply of many staples, when compared with the growing demand; second, the fact that high tariffs prevent remedying this by the importation of outside products; and third, the taking advantage of both of these conditions by unscrupulous manipulators of the market.

4—You have misread the reference in the last issue of this journal to borrowing money. The suggestion was not to borrow money to enter business, but borrowing it to get cash discounts. On sufficient security money can be borrowed for 6 per cent. at the most, often for less. If used regularly to pay cash for merchandise, it will yield in discounts much more than 6 per cent., and the difference is clear gain. Even if money were borrowed to start in business it would not be correct to add the 6 per cent. it would cost, to the general expenses of doing business, because the 6 per cent. would be on capital invested and the 13 to 18 per cent. would be on volume of business done.

The first Florida grapefruit have reached Northern markets the range being \$5 to \$7.50. They are talking half a crop in Florida and another factor that will influence the supply is the fear on the part of shippers that grapefruit partly green cannot be legally shipped.

Welch Grape Juice Co. Buys Walker Grape Juice Co.

The announcement that the Welch Grape Juice Co., of Westfield, N. Y., has purchased at receiver's sale the practical new plant of the Grape Products Co., of North East, Pa., is another chapter in grape juice history.

The Grape Products Co. was launched two years ago to manufacture Walker grape juice. The company acquired a fine site at North East, sixteen miles from Westfield, and like Westfield, had a commanding position in the Chautauque grape belt.

The Grape Products Co. went into aggressive action for grape juice business. It advertised lavishly in the magazines and secured good distribution for its product. The entire enterprise failed and the Welch Grape Juice Co. purchased the North East plant at receiver's sale. None of the Walker Grape Juice stock was bought. They purchased the land, building, machinery and corporate franchises of the Grape Products Co. The remaining stock of Walker grape juice, advertising material, bottles, etc., was otherwise disposed of by the receivers.

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Circulates in every
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and Canada.

AND

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Denatured Alcohol as a Commercial Proposition for Grocer and General Storekeeper

The Product is Now a Marketable Product, Doing Several Times as Much Work as Its Nearest Competitor, Kerosene, Though Alcohol Costs More in the Beginning. Something About Its Accomplishments, Its Cost, Its Uses and the Appliances Made for Its Use. A Coming Product in Country Districts.

From the time nearly five years ago when denatured alcohol came into the market as a competitor of kerosene and gasoline for lighting and heating, this journal has taken a keen interest in it, believing that eventually it would develop large commercial possibilities. Readers hereof will remember that prior to June 7, 1906, there was a heavy internal revenue tax on alcohol—\$2.08 per gallon—which prevented it from being used for anything but arts and sciences. On June 7, 1906, Congress passed a law removing the tax on alcohol which should be denatured, that is, put through a process which rendered it undrinkable. Later other favorable laws were passed, and denatured alcohol is now sold in the open market free from all tax and at a fraction of its former price. Its average value to-day is 60 cents per gallon, to which reference will be made later.

The extent to which the business of selling denatured alcohol is developing and is destined to develop, would hardly be believed by those not aware of it. Corporations have been formed for the purpose of exploiting not only denatured alcohol, but appliances for using it. Neither the alcohol itself nor the appliances are particularly cheap, speaking of first cost, but considering their advantages their prices compare favorably with competitive products.

As stated, denatured alcohol retails at 60 cents per gallon, which at first glance appears high. A test has shown, however, that in an ordinary lamp one gallon will burn about 38½ hours, supplying during the whole of that time 1,740 candle power. A gallon of kerosene will burn for 32½ hours, but is giving only 484 candle power. This makes the alcohol at 60 cents as cheap as kerosene at 18 cents. The whole-

sale price of alcohol is 44 cents. One other advantage of the alcohol is the fact that it makes no smoke, dust or smell, and that the light furnished by it has the peculiar quality of allowing colors to be matched as well by night as by day. It is usually burned with incandescent mantles such as the Welsbach.

The use of alcohol for lighting has progressed much further in Europe than in this country. In France, Belgium and Germany, for example, the varieties of lamps used for burning alcohol are very numerous, and vary in candle power from 25 to 600 candle power. Arc lights are used for street purposes which exceed 1,000 candle power.

An ordinary lamp for burning alcohol retails for \$3 to \$5. There is a comfortable margin between the wholesale and retail price. All varieties of lamps are now made for the purpose—hanging lamps, bracket lamps and all sorts of reading and house lamps.

In the lighting of stores and business places alcohol seems to be especially effective. There are several types of lamps made for the purpose, some of them approaching the arc electric light in appearance and brilliancy. For instance, one standard lamp can be used either indoors or out, holds two quarts of alcohol and burns twenty-four hours without refilling. The light is 65 candle power strong, and the price is about \$15.

Another, which is sold as an arc light, gives as high as 300 candle power and costs \$42.

As a fuel for cooking, denatured alcohol also possesses great possibilities. Those who have used it claim that cooking can be done with it with much more precision than with coal, because it is constantly under control. It is also said to be cheaper than coal.

From a comparative statement of the relative cost of cooking with alcohol and coal, the following recital of conclusions is taken:—

Other experiments show that one gallon of alcohol costing 50 cents was sufficient to cook 35 meals for two people during thirteen consecutive days at a cost of less than 4 cents a day. The very best results we have obtained here in burning coal is 8 cents a day. The higher cost of coal is found in the waste of heat between meals when the stove is idle, yet burning coal.

The low cost of alcohol arises from the fact that the instant the cooking stops the cost stops. This great economy, combined with its cleanliness, safety, ease of management, its complete control, make it the ideal domestic fuel for every American kitchen.

Stoves for the utilization of alcohol have also been devised from a little table stove costing 50 cents up to a good-sized range at \$13.

There is also on the market a steam radiator in which alcohol is used, which is 31 inches high and will heat a room 12 x 14 feet. The price is \$20.

The writer believes that from now on denatured alcohol as a means of lighting and heating is destined to assume a decided importance, especially in the country districts where people are dependent on kerosene or gasoline.

Sugar Market May Break Within a Month

Demand Sharply Declines and as Soon as Refiners Start in for Orders Again Prices Will Take Sharp Slump. New York Refiners Already Decline Half Cent on Account of Increase in Raw Supply. Beet Granulated Coming on the Market

From the present outlook the squeeze in sugar, which has forced prices higher than for twenty-two years, will likely come to an end within the coming month, and it may end within the next two weeks. The decline in the demand, which has already begun, together with the coming of home beet sugar into the market, is expected to ease off the situation.

Buyers of raw sugar have paid up to 5.96 cents for it, which is an unprecedented price. Having paid so much for raws, they cannot sell refined much less than 7 cents. Arbuckle Bros., of New York, have been holding granulated at 7½ cents, which is higher than anybody else. The probable cause was the fact that they had small stocks of raws. During the past week they have increased their stocks of raws and almost at once declined granulated to 6¾ cents. All the other New York refiners who were not already at 6¾ cents followed. The Federal refinery, however, is still quoting at 7¼ cents, but at this figure they will deliver promptly, while the refiners who quote 6¾ cents want ten days or two weeks. In Philadelphia the Franklin refinery is where it has been for several weeks—on the basis of 6¾ cents. The McCahan refinery is out of the market.

The market is expected to take a slump within a month because

it is believed that by that time the refiners will be out for orders again. To-day they are fighting to keep orders away. The demand has dropped very rapidly within the last week, and from now on will decline. Up to the present time the demand for sugar has not materially fallen off, as neither the ending of the preserving season, nor the high market, has had time to affect the consumption. Both factors have started to get their work in now and the refiners will likely be competing with each other for business within the near future. When that stage arrives the price will probably take a sharp slump. When it starts to go, it will drop with a heavy thud, and the shrewdest buyers are buying with that probability constantly in mind.

Another factor in the expected forthcoming drop is the coming of beet granulated into the market. Some of the Western factories have opened their season, and beet granulated is offered as low as 5.65 cents. This will be eagerly taken by the Western and North-western trade, which means the still further curtailing of the demand for Eastern refined sugar.

White potatoes are also cheaper—50 cents per basket, against 3 cents a year ago. The chance that potatoes may not get much cheaper during the entire season

\$2,500.00 In Prizes

To Increase Oatmeal Consumption

185 Prizes, Ranging from \$100 Down

Open to Grocers and Their Clerks

THE Quaker Oats Company starts its Fall advertising with a new innovation. See the October magazines and women's publications. They came out about September 25th.

We offer there 185 prizes, totaling \$2,500.00. There are five prizes of \$100.00 each, ten of \$50.00 each, etc. They are offered by us to those who send the best letters, illustrating the good which people get from eating oatmeal.

You men who sell oats should have a chance at those prizes.

Be sure that you see those announcements.

And notice this when you read such announcement: The object of our advertising—as it has been for years—is to increase the oatmeal consumption. We are not merely after existing trade. Nine-tenths of our aim is to increase the sale of oatmeal.

A recent house-to-house canvass which we made in twelve cities shows that two-thirds of all families are now using oatmeal. About half of them use it daily. Our object now is to bring this greatest of all foods into constant, universal use.

And that is for the good of all.

The Quaker Oats Company is doing more than all others to nurture the trade in oatmeal. It has done more than all others to make people like oatmeal.

Quaker Oats is, beyond any question, the finest oat food in existence.

By quality, by advertising and by right business methods we are constantly building the trade in oatmeal. If you believe that these efforts are good for you—and good for all—we ask you to help.

The Quaker Oats Company

CHICAGO

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical and products that are not advertised in some of them are hardly advertised at all.]

October.

PEARSON'S.

Cream of Wheat.
Cresco Co.
Huyler's.
Nabisco Wafers.
Post Toasties.
Postum.
Gold Medal Flour.
White House Coffee.
Chiclets.
White Rock Water.
Sapolio.
Fairy Soap.

OUTLOOK.

Armour's Bouillon Cubes.
Grape Nuts.
Bon Ami.
Crystal Domino Sugar.
Kellogg's Toasted Cornflakes.
Swift's Premium Oleomargarine.
Fairy Soap.
Baker's Cocoa.
Ivory Soap.
Kornlet Soup.
Post Toasties.
Educator Crackers.
Van Camp Pork and Beans.
Chiclets.
Eagle Brand Condensed Milk.
Whitman's Candies.
Apenta.
Heinz 57 Varieties.
Unedda Biscuit.
Shredded Wheat Biscuit.
Gold Medal Flour.
Peters' Chocolate.

LADIES' HOME JOURNAL.

Cream of Wheat.
Ivory Soap.
Post Toasties.
Eagle Condensed Milk.
Postum.
Campbell's Soups.
Underwood Deviled Ham.
Royal Baking Powder.
Nabisco Wafers.
Bon Ami.
Pearline.
Gold Medal Flour.
Ralston Wheat Food.
Dutch Cleanser.
Educator Crackers.
Huyler's Cocoa and Chocolates.
Liebig Extract of Beef.
None Such Mince Meat.
Parowax.
Mrs. Rorer's Coffee.
Minute Gelatine.
Occident Flour.
Chiclets.
Wright's Silver Cream.
Snider's Catsup and Pork and Beans.
Knox Gelatine.
Jap-a-Lac.
P. and G. White Naphtha Soap.
U-All-No Mints.
Packer's Tar Soap.
Karo.
Horlick's Malted Milk.
Hormel's Dairy Hams and Bacon.
Vitrolite White Enamel.
Sunshine Biscuit.
Lenox Chocolates.

Steero Bouillon Cubes.
Three-in-One Oil.
Wesson Snowdrift Oil.
Crystal Domino Sugar.
Heinz Products.
Alabastine Wall Tint.
Elastica Floor Finish.
Electro Silicon.
Liquid Veneer.

OUTING.

White House Coffee.
Kellogg's Toasted Corn Flakes.
Libby's Products.
Liebig Extract of Beef.
Post Toasties.
Postum.
Three-in-One Oil.

SCRIBNER'S.

Sapolio.
Apenta Water.
Baker's Cocoa.
Nabob Brand Codfish.
Horlick's Malted Milk.
Huyler's Cocoa.
Kellogg's Toasted Corn Flakes.
Lea & Perrin's Sauce.
Libby's Food Products.
Occident Flour.
Peter's Chocolate.
Post Toasties.
Postum.
Chiclets.
Shredded Wheat Biscuit.
White Rock Water.
Whitman's Candies.
Wilbur's Chocolate Buds.
Cuticura Soap.
Electro Silicon.
Fairy Soap.
Ivory Soap.
Pearline.

COLLIER'S.

Fairbank's Gold Dust.
Fairy Soap and Sunny Monday.
Huyler's.
Spearmint Chewing Gum.
Packer's Tar Soap.
Lea & Perrin's Sauce.
Berry Bros.' Varnishes.
Three-in-One Oil.
Blue Label Ketchup.
Whittemore's Shoe Dressing.
Occident Flour.
Steero Bouillon Cubes.
Quaker Puffed Wheat.
Lea & Perrin's Sauce.
Borden Evaporated Milk.
Horlick's Malted Milk.
"Faust" Coffees and Teas (Blanke's).

SATURDAY EVENING POST.

Mapleine.
Mrs. Rorer's Coffee.
Steero Bouillon Cubes.
Blue Valley Butter.
Atlas E-Z Jar.
Life Buoy Soap.
Quaker Puffed Wheat.
Elastica Floor Finish.
Post Toasties.
Educator Crackers.
Karo.

Macbeth Lamp Chimneys.
Whittemore Shoe Dressing.
Baker-ized Barrington Hall Coffee.
Ivory Soap.
Huyler's.
Rough on Rats.
T. A. Snider Preserve Co.'s Products.

Blue Valley Butter.
Berry Bros.' Varnishes.
Liquid Veneer.
Horlick's Malted Milk.
Lea & Perrin's Sauce.
Alabastine.
Lucky Strike Tobacco.
Occident Flour.
Gold Medal Flour.
Campbell's Soups.
Crystal Domino Sugar.
Jap-a-Lac.
Van Camp's Pork and Beans.
Whitman's Chocolates.
Postum.
Mellen's Food.
Johnston's Chocolate.
Sherwin-Williams Paints and Varnishes.
Quaker Oats.
Sunshine Biscuits.
National Oats.
Vitrolite (White Enamel).
Packer's Tar Soap.
Heinz's 57 Varieties.
LePage's Glue.
Wesson's Snowdrift Oil.
Nabisco Wafers.
U-All-No Mints.
Rat Bis-Kit.
Ralston Wheat Food.
Chiclets.
Hone Oil.
Underwood Deviled Ham.
Seashipt Oysters.
Fould's Macaroni.
Beech-Nut Peanut Butter.
Swan's Down Prepared Cake Flour.
Spearmint Chewing Gum.

WOMAN'S HOME COMPANION.

Ivory Soap.
Diamond Dyes.
Pear's Soap.
Campbell's Soups.
Liebig Extract of Beef.
Ralston Wheat Food.
Huyler's Cocoa.
Oxo Bouillon Cubes.
Snider's Pork and Beans and Catsup.
Wright's Silver Cream.
McMenamin & Co.'s Deviled Crabs.
Lenox Chocolates.
Crystal Domino Sugar.
Postum.
Eagle Brand Condensed Milk.
Armour's Extract of Roast Beef.
Post Toasties.
Heinz's 57 Varieties.
Rat Bis-Kit.
Three-in-One Oil.
Wesson's Snowdrift Oil.
Electro Silicon.
Old Dutch Cleanser.
Jello.
Unedda Biscuit.
Karo.
Knox Gelatine.
Educator Crackers.
Chiclets.
Gold Medal Flour.
Packer's Tar Soap.
Liquid Veneer.
Occident Flour.
Nestle Foods.
Jap-a-Lac.
Steero Bouillon Cubes.
P. and G. White Naphtha Soap.
Lea & Perrin's Sauce.
Kitchen Bouquet.
Parowax.
Cream of Wheat.

HARPER'S BAZAAR.

Shredded Wheat.
Postum.
Crystal Domino Sugar.
Nabisco Wafers.
Eagle Condensed Milk.
Post Toasties.
Baker's Cocoa.

Heinz Products.
Knox Gelatine.
Huyler's.
Wright's Silver Cream.
Old Dutch Cleanser.
Electro Silicon.
Chiclets.
Liquid Veneer.
Gold Medal Flour.

ST. NICHOLAS.

Swift's Premium Oleomargarine.
Fairy Soap.
Gold Medal Flour.
Baker's Cocoa.
Peter's Chocolate.
Crystal Domino Sugar.
Postum.
Post Toasties.
Ralston Wheat Food.
Educator Animal Crackers.
Chiclets.
Mennen's Talcum Powder.
Ivory Soap.
Libby's Products.

PICTORIAL REVIEW.

Cream of Wheat.
Armour's Extract of Beef.
Campbell's Soups.
Pearline.
Nabisco Sugar Wafers.
Diamond Dyes.
Royal Baking Powder.
Cuticura Soap.
Post Toasties.
Borden Eagle Brand Condensed Milk.
Postum.
Pear's Soap.
Lea & Perrin's Sauce.
Elastica Floor Finish.
Snider's Pork and Beans.
Snider's Catsup.
Karo.
Old Dutch Cleanser.
Van Camp's Pork and Beans.
Knox Gelatine.
Kingsford's Cornstarch.
Sunshine Biscuits.
Occident Flour.
Steero Bouillon Cubes.
Heinz's 57 Varieties.
Palmolive Soap.

LADIES' WORLD.

Cream of Wheat.
Royal Baking Powder.
Ivory Soap.
Campbell's Soups.
Eagle Brand Condensed Milk.
Postum.
Nabisco Sugar Wafers.
Quaker Oats.
Old Dutch Cleanser.
Karo.
Ralston Wheat Food.
Shaker Salt.
Knox Gelatine.
Mapleine.
Jell-O.
Liquid Veneer.
Dromedary Dates.
Armour's Extract of Beef.
Snider's Pork and Beans and Catsup.
Baker's Cocoa.
Liebig's Extract of Beef.
Sapolio.
Heinz's 57 Varieties.
Alabastine (Wall Tint).
Lenox Chocolate.
Whittemore's Shoe Polish.
Three-in-One Oil.
Jap-a-Lac.
Diamond Dyes.
Cuticura Soap.
Steero Bouillon Cubes.
Elastica Floor Finish.
Electro Silicon.
Parowax.
Lea & Perrin's Sauce.
Gold Medal Flour.

PUCK.

White Rock Water.
Pear's Soap.
Shine On (Metal Polish).
Huyler's.
Great Bear Spring Water.
Gold Medal Flour.
Chiclets.

LIFE.

Crystal Domino Sugar.
Peter's Chocolate.
Huyler's.
Londonderry Spring Water.
Whitman's Chocolates.
Chiclets.
White Rock Water.

SMART SET.

White Rock Table Water.
Huyler's Candies.
Libby, McNeill & Libby's Canned Goods.

HARPER'S WEEKLY.

Napoleon Flour.
Apenta Water.
Gold Medal Flour.

THE WORLD'S WORK.

Chiclets.
Horlick's Malted Milk.
White Rock.
Huyler's.
Vitrolite White Enamel.
Swift's Premium Oleomargarine.
Fairy Soap.

HARPER'S MONTHLY.

Sapolio.
Postum.
Pearline.
Post Toasties.
Crystal Domino Sugar.
Cuticura Soap.
Apenta (Natural Aperient Water).
White Rock Water.
Chiclets.
Huyler's Chocolate and Cocoa.
Liebig Extract of Beef.
Ivory Soap.
Swift's Premium Oleomargarine.
Royal Baking Powder.
Baker's Chocolate.
Grape Nuts.

MCCLURE'S.

Jap-a-Lac.
Apenta Water.
Armour's Bouillon Cubes.
Chiclets.
Blue Label Ketchup.
White House Coffee.
Cresco Grits and Barley Crystals.
Jell-O.
Horlick's Malted Milk.
Huyler's.
Educator Crackers.
Kellogg's Toasted Cornflakes.
Lea & Perrin's Sauce.
Liebig Extract of Beef.
Nabisco Sugar Wafers.
Peter's Chocolate.
Post Toasties.
Postum.
Occident Flour.
Stereo Bouillon Cubes.
Gold Medal.
White Rock Water.
Whitman Chocolates.
Liquid Veneer.
Vitrolite.
Electro Silicon.
Pearline.
Cuticura Soap.

ATLANTIC MONTHLY.

Peters' Chocolate.
Horlick's Malted Milk.
Educator Crackers.
White House Coffee.
White Rock Water.
Libby's Products.
Post Toasties.

EVERYBODY'S.

Armour's Bouillon Cubes.
Campbell's Soups.
Crystal Domino Sugar.
Fould's Macaroni.
Horlick's Malted Milk.
Lea & Perrin's Sauce.
Liebig Extract of Beef.
Sunshine Biscuits.
Nabisco Sugar Wafers.
Post Toasties.
Postum.
Occident Flour.
Stereo Bouillon Cubes.

Shredded Wheat Biscuit.
Kellogg's Toasted Corn Flakes.
White Rock Table Water.
Wilbur's Buds.
Apenta Water.
Fairy Soap.
Ivory Soap.

LIPPINCOTT'S.

Fairy Soap.
Armour's Simon Pure Leaf Lard.
Pear's Soap.
Nabisco Sugar Wafers.
Kellogg's Toasted Corn Flakes.
Sapolio.
Chiclets.
White Rock.
Electro Silicon.

AMERICAN.

Gold Medal Flour.
Fairy Soap.
Armour's Bouillon Cubes.
Baker's Cocoa.
Blue Label Ketchup.
Chiclets.
Cream of Wheat.
Cresco Olive Oil.
Crystal Domino Sugar.
Huyler's Chocolates.
Lowney's Chocolates.
Nabisco Sugar Wafers.
Peters' Chocolate.
Postum Cereal.
Post Toasties.
White Rock Water.
Bon Ami.
Liquid Veneer.
Ivory Soap.

HAMPTON-COLUMBIAN.

Armour's Bouillon Cubes.
Cream of Wheat.
Fould's Macaroni.
Liebig Extract of Beef.
Nabisco Sugar Wafers.
Washington Crisps.
White Rock.
Electro Silicon.
Three-in-One Oil.
Cuticura Soap.
Fairy Soap.
Ivory Soap.
Chiclets.
Vitrolite.

Florida persimmons are ruling low this year—\$2.75 to \$3. The quality is not very good and the demand is slow.

Three Reasons Why You Should Sell Magazines.

The American News Co. of New York, the largest dealer in periodicals in the world, gives three reasons in this issue why grocers and general storekeepers could handle periodicals with profit to themselves. The news company contends that they not only pay well of themselves, being cash merchandise and selling at a good profit, but they are particularly valuable in bringing people to the store. Let the people in your neighborhood understand that the new monthly magazines are on sale at your store as soon as they are issued, and you will be surprised at the number of people who "drop in" to buy or to look. That you can sell other goods to some of these is sure, but even if you don't, you are making a good profit on the magazines.

Turn to the American News Co.'s page now and sign and mail the coupon in the corner before you do anything else.

These trade-mark creosoles line on every package
CRESO FLOUR DIET FOR
And Cause of DYSPEPTICS
KIDNEY AND LIVER TROUBLES AND OBESITY
Makes delicious food for everybody.
Unlike other foods. Ask physician. For book
or sample, write
FARWELL & RHINES, WATERTOWN N. Y., U. S. A.

We sell groceries on the mail order system without the expense of traveling salesmen

Write for "THE CASH GROCER" containing a full line of Groceries and Prices, and note the following—for this week only, October 2d to October 7th, inclusive:

SOUR KROUT Best Quality, long cut, tierces 52 to 55 gallons, per tierce, \$6.95
14-gallon kegs per keg, 3.05
10-gallon kegs per keg, 2.10
5-gallon kegs per keg, 1.30

CHOCOLATE W. H. Bakers' Justice brand, 1/2s, 12-lb. boxes per lb., .22
5 or 10-box lots per lb., .21 1/2

RICE Extra Fancy, new, full head, blue-lined barrels about 340 lbs. net per lb., .05 3/4
Most beautiful lot of Rice that you have almost ever seen; very large bean, absolutely whole, no broken grains, very white and very flinty. A beauty and a bargain.

RAISINS Golden State Brand, fancy, fresh, Coast packed, seeded, 36-ls . . . per lb., .08 3/4
5 or 10-box lots per lb., .08 3/4

CORN Epicurean Brand, fancy, Maine style, new goods, crop and pack 1911, just in, No. 2 cans, 2 doz. per doz., .80
5 or 10-case lots per doz., .77 1/2

TOMATOES S. & W. Brand, extra fancy, cold packed, large size No. 3 cans, 5 or 10-case lots, shipment the latter part of this week per doz., .97 1/2

Wright Brand, Standard cold packed, No. 3 cans, single cases per doz., .90
5 or 10-case lots per doz., .87 1/2
Golden Rule Brand, No. 3, off Standard, 2 doz. . . per doz., .82 1/2

Tomatoes are a good buy at these prices. Not over 25 cases of any one brand to any one buyer.

STRING BEANS Port Watson Brand, fancy New York State Refugee cut string beans, No. 2 cans, 2 doz. . . per doz., .85
5 or 10-case lots per doz., .82 1/2

NEW CURRANTS Gold Medal Brand, fancy, cleaned goods, 36-ls per lb., .08 3/4
25-lb. boxes, loose per lb., .08 3/4
Positively New Currants, crop and pack 1911. Just in.

SCHUMACKER'S AVENA barrels, new goods, crop 1911 per bbl., 5.70

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

A Suggestion.

The following clipping from the "Saturday Evening Post" is interesting:—

For five years after moving away from a certain locality in New York, we bought our meat from our former dealer, simply because he would invariably deliver the quality of meat ordered. As we lived at a long distance from him, we had to submit to considerable inconvenience; no importunities of butchers in the neighborhood could prevail against his proved reliability. We have never ceased to bemoan the necessity of finally leaving him.

How many grocers out of ten will send the same quality merchandise when ordered by telephone or solicitor that the customer could get if she came to the store? The writer has dealt with probably ten grocers in the last dozen years, and not one of those would.

Naturally the quality of certain merchandise varies. Out of a basket of peaches, or tomatoes, or cantaloupes, there will be large and small, ripe and unripe, good, bad and indifferent. Somebody must get the small, the unripe and the bad and indifferent; who is most likely to get it—the buyer who orders by telephone or the buyer who comes and personally selects? Every grocer knows the answer; more than that, the answer which comes into his mind is the answer which he gives it. He cannot sell the poorer stuff to the customer who looks before she buys; he must sell it to somebody, and the only person left to sell it to is the woman who doesn't look before she buys.

That argument sounds plausible—is there any way of getting around it? The writer knows one grocer who completely got around it in a thoroughly practicable way. Every package of variable merchandise that came into his store he separated into two grades, one fancy and uniform, the other consisting of the balance. Upon the different grades he of course put different prices. From him the customer who ordered the best grade by telephone got precisely what personal selection would have given her, because there was no difference. If she took the second grade, and paid the lower

price, even then she was apt to get the same whether she went to the store or not, for the lower grade, having also been weeded out, was apt to be uniform also.

There is no possible way in which a dealer who puts a uniform price on ununiform merchandise can equally satisfy all buyers.

The literature of all languages is full of variations upon the adage "appearances are often deceitful," and they are all true.

Not by a man's clothes can you appraise him, nor by the appearance of a business concern can you estimate its prosperity or success. Read the following from an Eastern daily paper:—

CEREAL CONCERN DEFAULTS.

Great Western Fails to Pay Interest on First Mortgage Bonds.

A dispatch from Chicago says: "The Great Western Cereal Co. has failed to pay the semi-annual interest, due September 15th, on its first mortgage 6 per cent. bonds, of which \$684,500 are outstanding. The company has reported to the trustees of the bond issue, the Continental and Commercial Trust and Savings Bank, that its plants are shut down and that it has no funds to meet the interest, amounting to \$20,535. Joy Morton and the other large stockholders had hoped to pull the concern out of the rut with the \$1,000,000 cash received a few months ago through the sale of the company's two best mills and trade names to the Quaker Oats Co., but their plans were upset by an injunction obtained by certain bondholders. Of the \$1,000,000, \$225,000 was used to buy and cancel \$290,500 of the Great Western bonds. The rest is held by the Continental and Commercial Trust and Savings Bank. The bondholders claim it and the company claims it. An injunction issued by Judge Horan, of Maskin, Iowa, restrains the bank from paying any of it to the company."

The Great Western Cereal Co., formerly packers of Mother's Oats and other "Mother's" cereal products, recently sold out to the Quaker Oats Co. because it had not made a success of its business. It showed all the earmarks of prosperity. Its products, especially Mother's Oats, were almost as generally sold as coffee and sugar, its relations with the distributing trade were friendly and warm, and those on the outside all looked on it as a wealthy and

prosperous concern. Yet suddenly it confesses failure and sells the most of its business, shortly after defaulting in its financial obligations.

This journal greatly regrets the failure of reciprocity in Canada.

The plan would have been an interesting experiment with the effect of lower tariff, and in the writer's judgment would have very shortly led to a complete readjustment of the general tariff situation. The writer believes that the time for a high tariff in this country is past, and that much lower duties than we now impose would increase our available supplies of staple merchandise and lower the cost of living. When the mere defeat of a prospect caused the prices of food staples to rise in all the large markets within an hour after reciprocity was beaten, no further evidence is necessary to show how potent the reality would have been.

If reciprocity had passed, staples like butter, eggs and potatoes could have entered the country from Canada upon a basis which would have made Canada an undoubted source of supply for us. Unless it included Canada, no corner or manipulation of the supply would have been possible, and the result would have almost surely been a steadying of the markets here, and the complete prevention of the feverishly high prices which our restricted supplies now frequently cause. It would have been an exceedingly interesting experiment, and probably a most useful one. But its defeat will not defeat the demand for tariff reform; on the contrary it will probably aid it. The reciprocity campaign whetted the people's appetite for a taste of lower tariffs. They have tired of high tariffs and they want to see what reduction will do. Reciprocity failed of passage, leaving their appetite unsatisfied. Naturally they will turn to the next best way of doing what reciprocity would have done, and that

means the next general election. Almost certainly, however, some kind of tariff reform will come out of the next Congressional session which meets in December.

This journal reproduces the following clipping from the Philadelphia "Public Ledger" as a fair example of the muck which is purging through the daily papers regarding the sugar situation:—

Foolish Fables.

WILMINGTON, Del., Sept. 24.—Delaware will combat the Sugar Trust. It was announced to-day that the housewives in the town of Townsend are so incensed over the rise in the price of sugar that they have combined to boycott the product of the trust. Saccharine and other substitutes will be used. The women declare, they are in earnest, and, despite the fact that the preserving season is on, they will wage the boycott vigorously.

That the movement will spread to other parts of this State became evident to-day, when it was learned that a petition addressed to Congress, is being prepared, urging the lawmakers to place sugar on the free list. The petition will be circulated throughout Delaware, and will be largely signed. It is an outgrowth of the Townsend women's boycott.

The Delaware housewives who expect to use "saccharine and other substitutes" for sugar will be disappointed. Saccharine cannot be used legally, and there are no other substitutes. After they learn this will they boycott sugar? No. They will not boycott it any more than they would boycott salt. It is impossible to boycott sugar without entering upon a diet that would prove flat, stale and exceedingly unprofitable.

Note the hostile reference to "the product of the trust," the insinuation being that the Sugar Trust is responsible for the squeeze. The Trust may have done some things in its time, but it is no more responsible for the present sugar situation than Benjamin Franklin. Neither has the tariff on sugar anything to do with it, though of course if there were no duty sugar would be cheaper than it is, though the advance would have been precisely the same. The cause of high sugar is the short supply of raws and nothing else.

The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

\$14.25 for a Tea which might cost you \$18 anywhere else

"THE ARDEN BLEND"

Pack in new lined barrels of 100 lbs. net, from good Foochow, Oolong, Congou and Green Teas. A fine "leader" for your Tea trade. Price \$14.25 barrel, net cash 10 days. In the present state of the Tea market this is unusual value.

Thomas Martindale & Co.

Tea Importers and Dealers
Philadelphia, Pa.

Is He Buying Coffee Below You?

Perhaps you have a competitor who seems to be able to undersell you on COFFEE. We can tell you what may be the reason—you may buy your COFFEE through salesmen, while he may buy by mail of us. If this is so, he is absolutely certain to be buying below you.

Think this over—it may be of the highest importance. It stands to reason that we, having no salesmen to pay, can undersell houses that do have salesmen.

Send us some samples to match, or let us send you some.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

89 FRONT STREET, NEW YORK

ESTABLISHED 1897



If You Could See a Family Enjoying PENN MAR SYRUP

You would determine to sell it to everyone of your customers because you would feel sure of pleasing them and bringing them back for more. One way to decide this is to try it on your own table, let *your* family decide. You'll find the flavor and quality above any other because PENN MAR SYRUP is *absolutely pure* sugar syrup. You will also find the sales of PENN MAR SYRUP will increase because we have found them increasing each season—on a sound *quality* basis.



J. STROMEYER & CO. = = = **33 S. Water Street, Philadelphia**

The New York Letter

The Madison Square Garden Food Show is an Educational Pure Food Show. New Bad Food Crusade. Hebrew Grocers' Association Held for Conspiracy in Restraint of Trade. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Sept. 29, 1911.

Much attention has been directed this week to the Pure Food Exposition opened in the Madison Square Garden by Domestic Science and Pure Food Societies. The exhibits are restricted to those which are guaranteed by the manufacturers to be free from adulterants of any and all kinds. Foods that have been preserved by the use of any kind of chemicals or that have been artificially colored to the slightest extent are of course barred.

Various societies have been holding meetings in connection with the exhibit and women's societies have been especially active in this way. At these meetings the speakers have discussed the food question from many points of view.

One of the features that has attracted a lot of attention has been the displays of food by manufacturers who announce not only their full compliance with all of the requirements of the food laws, but go further and say that food products should be of even higher standards than the laws require—that it is not enough for a manufacturer to build his reputation on compliance with the absolute requirements of the law, but he should go above them and provide the best qualities of food to be obtained.

A point made by several of the speakers was that the public is to blame for much of the artificial coloring of canned food, as the housewives require tomatoes more red than those of nature, peas more green than when they come from the pod and various kinds of fruit whitened in an unnatural way. However it was also pointed out that the manufacturers cannot escape all responsibility, since it was because of their fierce competition that they produced the cosmic effects and taught the public to look for the high colors.

The city's Bureau of Weights

and Measures has contributed to the exhibit a display of the various kinds of devices used by dishonest dealers in cheating on weights and measures, including trick scales and false bottoms in measures, with a collection of these articles actually seized in stores. There are also naval and military commissary exhibits, and displays of fireless cookers and supplies of many kinds adapted for use and convenience in modern kitchens.

Among the exhibitors are the following firms and companies:—

Franco-American Food Co., H. J. Heinz Co., Francis H. Leggett & Co., New York Oyster Dealers' Association, Welch Grape Juice Co., Beardsley's Shredded Codfish, Borden's Condensed Milk Co., Sheffield Farms, Slawson-Decker Co., American Kitchen Products Co., Hecker-Jones-Jewell Milling Co., Beech-Nut Packing Co., Libby, McNeill & Libby, Runkel Brothers, Liebmann's Sons Brewing Co., Thatcher Manufacturing Co., Crown Cork and Seal Co., Merrell-Soule Co., United Brokerage Co., Mr. J. F. Howard, Kellogg Food Co., Royal Baking Powder Co., The Moxie Co., Genesee Pure Food Co., Corn Products Co., Nuggett Polish Co., Giacomina Costa fu and Johnson Educator Co., Clicquot Club Co., Chivers & Sons, Ltd., Carl H. Schultz, Worcester Salt Co., A. Goodman & Sons, E. S. Burnham Co., Consolidated Gas Co., The Atkins Co., Belle Mead Sweets, Velox Polish Manufacturing Co., Kosmos Supply Co., Channell Chemical Co., American Sugar Refining Co., C. F. Sauer Co., Sturgis & Walton Co., Jacob Ruppert, H. G. Kotten Co., Sun Ray Water Co., B. Ackermann, Robinson Baking Tester Co., Zoolak, A. R. Justice Co.

Coming along about the same time as the pure food show is a new crusade by the Bureau of Food and Drugs, connected with the city's Health Department.

The Federal and State officials

have been unable, it is said, to punish certain classes of offenders and the city's department has some advantages in prosecuting just such cases.

Upward of thirty dealers in various lines are to appear and answer to charges in the Court of Special Sessions. Fines were imposed this week in a half dozen cases and there is to be a procession of the dealers to the courts in the next month.

The manager of a branch of one of the biggest chain-store companies must answer to the charge of selling condensed milk that was adulterated. Two other dealers are also accused of having in their possession condensed milk that had soured.

A large proportion of the cases are against proprietors of meat markets for having in their stores various kinds of meat that was decayed and unfit to eat. In some cases the marketmen are accused of freshening up chopped beef by dyeing it in red chemicals.

Several bakers and others must answer to the charge of having cans of rotten eggs in their possession.

Candy dealers are accused of selling candy that had been coated with wood alcohol varnish or banana lacquer, which is used largely in painting and decorating houses, but is not supposed to be used in food.

It is given out that the soda fountains will be rigidly investigated and prosecutions will be started in all instances in which syrups containing coal-tar products or other adulterations are used.

It is possible that the authorities will also investigate the ice cream business. They have occasionally arrested one of the cheap peddlers, but it is hinted that in some quite big and high-toned establishments the ice cream is not all that it should be, and that there is a vast amount of powdered material employed in place of cream. These powders should be analyzed to determine if they are healthful food, it is suggested.

The Federal laws of course do not touch the ice cream business which is not commonly of an inter-State character. As the business is widely scattered among men who have votes and includes some pretty large inter-

ests it has been said that politics usually protects it from very rigid inquiry.

Pies are being examined. It is charged that many of the fine looking lemon meringue pies and charlotte russes are made by using a sort of soap powder with sweetening instead of eggs.

In all these lines much of the business is of a local character so that it escapes scrutiny of Federal inspectors. The city's authorities have special power conferred by recent legislation, as a result of which the possession of adulterated food in a store is itself sufficient basis for a prosecution.

After all the exposure of the rotten egg business and the fact that was made about it a year or so ago, it will be surprising to many to be told that there is a lot of it still going on in this city. That is exactly what the investigators in the city service say. They say that few, if any, of the dealers who made a specialty of selling the decayed eggs in cans went out of business after the exposures. They are more secretive and cautious than they used to be and this seems to be the principal change, some think.

It is also claimed that a large dealer in Gouverneur street makes a specialty of buying up canned fruit that has been spoiled by the cans springing leaks or otherwise and after treating the fruit chemically, he is said to sell it to baker for the "filling" of pies.

Active efforts are being made to get the authorities who condemn and seize canned fruits or vegetables to send the goods to the jobbers instead of destroying them. The products are seized at retail stores and the jobbers have to make good to the retailer. This is a simple matter, as the names of the jobbers are on the cans and the records show exactly how many cans were condemned. The retailer has no trouble in proving the facts to the jobber.

But when the jobber tried to fall back on the packer there was trouble. Because of the multiplicity of brands and the fact that a jobber may put his brands on the products of several factories, the manufacturer cannot tell without an examination of the cans whether or not they came from his factory. It is even said that he sometimes could not tell even if he saw the cans. So he is not

LAST deal on VAN CAMP'S MILK for the year. The cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided, so you will appreciate the importance of the proposition which follows: We are going to give grocers one more chance to lay in a winter supply of VAN CAMP'S MILK. This will positively be our last big deal of the season. Order now. Get your VAN CAMP'S MILK delivered and billed in October, and on every jobber's bill dated in October and sent to us we will return the bill with the following cash rebate remittances:

\$1.00	cash rebate on each	5 cases
2.25	cash rebate on each	10 cases
6.25	cash rebate on each	25 cases
18.75	cash rebate on each	50 cases
30.00	cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesman, or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once. Don't lose this opportunity to make money.

The Van Camp Packing Company
INDIANAPOLIS, IND.

inclined to make good losses, as he is not convinced that they occurred in connection with his products.

The jobbers in some instances have complained that the conditions are unfair to them. The Health Board authorities have thus far taken the position that this is a situation which they cannot make any easier for the jobber. They say that as the jobber puts his name on the label he must accept the responsibility. Moreover, if the goods were released to one jobber it would be necessary to release them to all and the authorities could not be certain that the goods would not again be put out on the market after being treated chemically perhaps.

Recent developments indicating that there is a regular business in the sale of canned goods that have been spoiled and renovated have confirmed the authorities in their attitude. There is, therefore, a puzzling situation for the jobbers.

Several of the members and officers of the Harlem Hebrew Retail Grocers' Association have been held for trial in the Court of Special Sessions. The decision holding them for trial was handed down yesterday by Chief City Magistrate McAdoo. The District Attorney's office has for some time been preparing the cases against the defendants.

The charges are that the defendants conspired in restraint of trade and in violation of anti-trust laws.

Several complaints were made by retailers, who claimed that they had been coerced into joining the association, and it was also claimed that the association had instituted boycotts to prevent wholesalers from selling to non-members.

Mrs. Rebecca Silver, who has a small grocery store at 203 East 96th street, said that she was persecuted until she joined the society, and that after she joined the officers obliged her to give up the use of trading stamps and to increase her prices so that her trade went elsewhere.

Samuel Koenig is counsel for the defendants and he says that there will be no trouble in meeting the charges at the proper time.

One of the officers, Michael

Written for the "Grocery World and General Merchant."

How the English Grocer Competes With Co-operative Stores

National Secretary John A. Green, Himself an Englishman, Observes English Stores Last Summer and Tells Why They Can Succeed Side by Side by the Co-operative Stores. American Grocer Can Apply Same Principle to His Own Problems.

One can very well wonder how the English grocer can compete with the co-operative stores and buying exchanges of all descriptions. There is but one way by which he has any chance of securing and holding the trade.

In the first place the English grocer has been educated for years in his position, beginning as an apprentice and working gradually up to a competent clerkship.

He has been taught the first rudiments and has gradually learned his lesson so that he becomes fitted by practical experience to own and operate a store of his own or become competent to manage a business for any one else.

His store is so arranged as to be almost a work of art, goods attractively displayed, the colors on packages arranged so as to make them almost a picture. Bulk goods are done up in artistic packages and the service so excellent that he draws to himself the class of trade that is profitable.

Then again is the window trimming. A young man of perhaps thirty years displayed to me five medals which he had won in national contests for window trimming.

I stood looking into the window of a grocer in the city of Glasgow, Scotland, almost spellbound by the beauty of its construction. There were layers of canned goods, layers of meats artistically arranged on large platters. There were package goods of several kinds and all arranged as to color and variety that would have made a beautiful study for any artist's brush.

The co-operative stores in England report the last year's sales to be many millions and yet the independent retailer is meeting these conditions and by careful management is holding his own.

Co-operative companies are not taxed by the government because

they are corporations owned and operated by the people. The independent stores are taxed almost to the limit and while they have made efforts to relieve themselves of this unjust and unfair competition in the way of taxes yet they have not been successful. The co-operative stores are in public favor, while the independent storekeeper has no one but his patrons who sympathize with him in his position, and they do not seek to relieve him because a greater burden would be placed upon them if they did.

He depends entirely on his thorough knowledge of the business and his own ability, with the assistance of his clerks by a system of attractive decorations and a service superior to the co-operative service to draw the better class of trade and to hold his own against superior odds.

The day has arrived when the American grocer can no longer listlessly move about in his store and be careless of its management and of its looks. There is so much competition that he must wake up to the situation. He will have to use the greatest care in arranging his stock so as to invite and entertain his trade and inspire confidence in himself.

In this day of attractive labels and extra quality goods it should be an easy matter if the right care and thought is given to the business to compete for the trade and hold it after he is given the opportunity.

Any kind of clerk will not do as in previous years. The clerk must be trained, must have a certain amount of self-respect and pride in his business so that he will help retain the prestige and good name of the proprietor and his business.

I have seen delivery men carry goods into a house with a pipe or a cigar in their mouths. This may afford some pleasure to the person doing it, but it certainly

does not invite trade to the man in whose employ he is.

This may be a little point to talk about, but it is one of the very essential things. An engaging address and a thorough knowledge of the goods in the store is as essential for the help as it is for the proprietor himself.

We are living in an age of refinement, when every workman has it in his mind to give his children the best of education, and with that education comes a desire for better things, so that if the American grocer is going to hold his own he must meet these conditions.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Cleveland, Ohio,

September 27, 1911.

Getting Away From Even Money.

Grocers are quitting the old practice of making an "even money" selling price on coffee. They are adjusting themselves to new conditions. Anyway, there is no reason why a grocer should ask 25 cents for a pound of coffee that is no longer sufficiently profitable to retail at that figure, because of the advances in the market. The proper thing to do under present conditions is to split your nickels, asking, for example, 26 or 27 cents, instead of 25, as formerly. Following is a chart showing the profit percentages on coffee based on purchase and selling prices:—

TABLE SHOWING PROFIT PERCENTAGE ON COFFEE.

If your Coffee costs	And You Sell at					
	25c. Per cent.	27c. Per cent.	28c. Per cent.	30c. Per cent.	31c. Per cent.	32c. Per cent.
20 cents	20	26	28	33	35	39
20½ cents	18	24	26	31	33	37
21 cents	16	22	25	30	32	36
21½ cents	14	20	23	28	30	34
22 cents	12	18	21	26	29	33
22½ cents	10	16	19	25	27	31
23 cents	8	14	17	23	25	30
23½ cents	6	13	16	21	24	28
24 cents	4	11	14	20	22	27
24½ cents	2	9	12	18	21	25
25 cents	0	7	10	16	19	24
25½ cents		5	8	15	17	22
26 cents		3	7	13	16	21
26½ cents		1	5	11	14	19
27 cents			3	10	12	18
27½ cents			1	8	11	16
28 cents				6	9	15

Note.—This table is correct only when cost column represents the delivered cost plus cost to sell; or, in other words, the total cost of your coffee.

Sweet potatoes are cheaper, but not yet as cheap as last year. The present price is 40 cents. Last year they were 30 cents.

Tells Who Sold the Most



ONE of the grocer's hardest problems is keeping clerks interested in selling goods.

A modern National Cash Register tells how much each one sells. This creates a friendly rivalry which results in increased sales and increased profits to you.

Modern National Cash Registers give you information about clerks' ability, honesty, industry and accuracy.

They tell which clerk sells the most goods and who makes the mistakes. This will enable you to know which clerks are the most valuable to you—you can regulate salaries according to merit.

Write for more information about how one of these registers will increase your profits

The National Cash Register Company

Dayton, Ohio

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



CXXII.—A Manufacturer's Rights Against Cutters Who Are Not Under Contract.

The following letter introduces another subject of vital interest to all classes of business:—

I have another question that one of our readers is interested in having discussed in the Legal Department. I would be very much obliged to you if you could take it up in the near future.

This reader wants to know whether it would be possible for the manufacturer of a certain brand of goods to secure a restraining order prohibiting the quotation of such goods at a price that demoralizes business, even if the goods were bought through a jobber or broker?

This requires a little explanation, probably. The questioner has in mind the quotation by mail order houses of prices on staple and well-known articles, such prices being lower than the retailer's cost and thereby demoralizing the business for the retailer.

I am inclined to believe this question you will have to decide against this reader, but will be glad to have you take it up, if you will.

So far as I know, this question, important as it is, has never been settled. At least I have not been able to find a single case bearing directly upon it in any State. Nevertheless, I have well-defined views on the subject, which I believe would if tested hold water in the courts.

I assume that this correspondent has in mind a situation like this: We will suppose that a certain article of merchandise is selling in single case lots at \$1 per dozen, in 10-case lots at 90 cents a dozen, and in carload lots at 80 cents a dozen. The customary retail price is 15 cents. A large retail buyer buys a carload at 80 cents per dozen, which means 6⅔ cents each, and cuts the price to 8 cents, which considering the expense of doing business, is below cost. If he advertises this price, the business of other retailers in the same territory is demoralized, because they will be obliged to meet that competition in some way or other, and since they cannot practicably meet it they will cease handling or pushing the

product, and by that action the business of the manufacturer is demoralized also. We will assume that the large retailer buys the goods through a jobber, or without a contract to hold the price at any particular point, and that he is therefore entirely within his apparent legal rights when he cuts the price to a point below cost.

In such a case has the manufacturer any rights? Can he enjoin the retailer from continuing to sell his goods at a price which is demoralizing not only his own business, but also the business of every retailer in the territory? Or is the manufacturer helpless for the reason that the retailer is simply selling goods which belong to him—goods which he has not bound himself, by contract, to sell at any particular figure?

Under the above conditions the manufacturer can in my judgment obtain an injunction against the large retailer, first because the manufacturer is receiving irreparable injury—that is, injury that could not be recompensed for in an ordinary suit at law—and second because the large retailer is in my judgment exceeding his rights in selling the product *below his own cost*. When he does that, he shows that his motive is not a straightforward competitive one, but is an illegitimate intent to harm his rivals. In other words, he substitutes for honest competition a contest in which the winner is he who can best stand losing money. This is not legitimate business, and in my judgment the courts would not allow a continuation of it to demoralize the business of a large body of men.

According to a leading case on the subject of injunctions, "acts that will cause the destruction of complainant's property, or that

interfere with the carrying on of his business, or with the use of his property, destroying his custom, his credit or his profits, do him an irreparable injury and warrant a preliminary injunction." Naturally this general rule has many qualifications, but through the entire subject runs the fundamental principle that no man is free to use even his own property with an absolute lack of all restriction. He must use it with due regard to the rights of others; for instance, as I have pointed out in a previous article, a man has even been enjoined from using his own name in connection with his business where the probable result would be to cause confusion between himself and a longer established firm by the same or similar name.

Consider a modification of this case. Suppose the large buyer bought at 80 cents a dozen, which, as previously calculated, is 6⅔ cents each. Assume his cost of doing business to be 25 per cent., which would make the product, ready for sale, stand him 8⅓ cents. Instead of retailing at 8 cents, which is below cost, he advertises and retails at 10 cents, which yields him a fair profit, though it is 33⅓ per cent. below the regular selling price. In this case, as in the other, the business of other and smaller retailers is demoralized, because buying the goods at \$1 per dozen they cannot profitably retail them at 10 cents. They therefore sidetrack them, and the manufacturer suffers again. In this case the manufacturer, in spite of this demoralization to his business, has no action against the large retailer, because this time he is doing business on the best business principles—he is buying as cheaply as he can, and selling at a price which takes care of his expenses and yields him a

satisfactory profit. In spite of the manufacturer's loss, he has in my opinion no legitimate complaint.

So if the large retailer should merely sell his goods—but not advertise them—below cost. Here the harm done would probably not be considered large enough to warrant the court in granting an injunction. Of course this would never happen, because the only reason for making radical price-cuts is to get the benefit of the publicity which the advertising of them gives.

(Copyright, October, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

CORRESPONDENCE.

Who Knows About This?

North East, Pa., Sept. 27, 1911.
To the Editor.

Dear Sir:—The writer wishes to start in the mail-order grocery business and is desirous of locating a first-class grocery house that is in a position to quote rock bottom prices on the following terms:—

Guaranteed goods, individual assortments according to instructions, all goods shipped direct to my customers under my company name.

Trusting that you will be able to supply this information, and thanking you in advance for same, I am,
Very truly,
J. A. SPOONER.

The writer knows of no first-class house making a business of this sort of thing; certainly no wholesale house does, because it involves shipping in too small lots. There are several houses doing a mail-order grocery business, but they do not sell the best goods. The writer suggests that you get in touch with some good retailer. He would doubtless be glad to handle all the business



Comfortable Baking Powders

It's great to make—and sell—something like **Rumford Powders**, that nobody can attack.

No law ever passed, or possible to pass, has or could touch **Rumford Powders**, for they contain only three wholesome ingredients—phosphate, starch, soda.

All this comfort that is ours in making, is or can be yours in selling. These are powders that are pure and wholesome, and that do their work.

As to you, find a baking powder profit as good or better.

**Rumford
Chemical Works**
Providence, R. I.



you get, at a discount which would represent your profit.

If any reader hereof knows of a house making a specialty of this sort of business, will he kindly say so?

Walker Will Still Make Grape Juice.

Philadelphia, Sept. 25, 1911.

To the Editor.

Dear Sir:—I noticed in your issue of "Grocery World and General Merchant" the article of Welch Grape Juice Co. having purchased the Walker Grape Juice Co. and beg to hand you herewith clipping sent us by the Walker people assuring us of their intention to conduct a vigorous campaign on their Walker's grape juice for 1912. The inclosed clipping better explains. Submitting this for your information. We are,

Yours very truly,
E. H. WALTER & Co.

The clipping inclosed states that the Walkers have not retired from the grape juice business, but have bought a site in Erie, Pa., for the purpose of continuing the production of Walker's grape juice. A new company is to be organized at once, according to the clipping.

New crop cranberries are in market. The crop outlook is good in Cape Cod, but not so good in New Jersey. The New Jersey fruit averages \$2.25, and Cape Cod \$2.75, or \$6.50 per barrel. The demand for cranberries hasn't opened up as yet.

**If This Prophecy is Verified
Tomatoes Will Be Scarce
and High This Winter.**

Well-known Maryland Canned Goods Operator Guesses That the Pack Will Be Only 7,000,000 Cases, Less Than Last Year's Short Pack. Pack Short Everywhere.

The total pack of tomatoes in the United States for 1911 will be 7,000,000 cases, at least we will wager that this guess is not 1,000,000 cases out of the way, and the chances are more in favor of it being nearer 6,000,000 cases than 8,000,000. The total pack of 1910, which was considered two-thirds of a pack, was 8,000,000 cases and there was a carry-over of about 2,000,000 cases. This year no carry-over and a smaller pack will almost undoubtedly be the record. Harford County will



SKIPPER SARDINES A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like **SKIPPER SARDINES**; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming
more popular every day.

"Our prices are always correct"

**FLEISCHMANN'S
COMPRESSED YEAST
HAS NO EQUAL**



We Defy You!

We're willing to stake anything on **Gurnse** butter. Willing to put it to any test, willing to let you go to any length to prove to yourself whether it's the fancy butter we say it is.

We won't lose a minute's sleep over the worst you can do. We know all about **Gurnse**—we know that better milk than is used isn't produced—we know dairies can't be cleaner than ours, and we know butter *can't* be watched and tended any more carefully. It's the best butter made to-day, and the most uniform. Wrapped in brine-dipped parchment and then in sealed carton. You need it.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—36 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.
Philadelphia, Pa.

not have over 40 per cent. of a pack. As a packer said this morning, "Harford never saw such a poor yield of tomatoes." Nearly all packers in Harford are shutting down this week and the majority of them have not caught up with their future orders.

Within the last day or two we have traveled the southern end of Delaware and observed tomato fields fast declining, with no leaves on the vines, in many cases no tomatoes left, and where the raw stock is exposed to the sun it is sunburned, yellowish, watery, unprofitable, and yet bringing an extraordinary price. Last Monday a number of factories were not able to run for lack of raw stock and the preceding week was known as glut week. We have not heard of a single instance of packers losing tomatoes on account of the glut, especially low glut prices, or of any packers being unable to keep up with their orders on account of lack of cans. This is remarkable and seldom ever happens. The can companies stand ready to ship cans almost on sight, which indicates the lack of rush of business at the central head. The packer who gets truly good raw stock this season is indeed the rare exception, and wrestle as he may with the majority of raw stock that comes into the house, if the general standard is not lower this year there will be very few standards packed.

One little belt in Delaware is getting what might be termed a fair yield; in other words, about three-fourths of a normal pack, but this will only apply to about a dozen factories. The majority of packers are no more than up with their future orders; many of them have not yet covered. The apparent dormant condition of the market and the apparent lack of interest shown on the buying side indicates the strength of the market if anyone should be pushing for business.

Gallon tomatoes are almost impossible at any price. The packer assumes a ludicrous attitude when asked for a price on gallon tomatoes. Almost the same expression is observed as if he were asked to name a price on a carload of diamonds of the first water. Prominent buyers have visited the tomato fields; they have seen the situation; the only thing they

have to say is that the tomato has fooled many before. Most buyers know that the packer has no tomatoes to sell. As a result inquiries and orders only tend to advance the price without obtaining, that is at present, at least, the not to be despised staple. A few fields may continue to yield tomatoes for some weeks to come, but the glut period is over without a glut. A general termination is probable before the first of October and frost in the tri-States this season will no more affect the crop than if it had presented it-

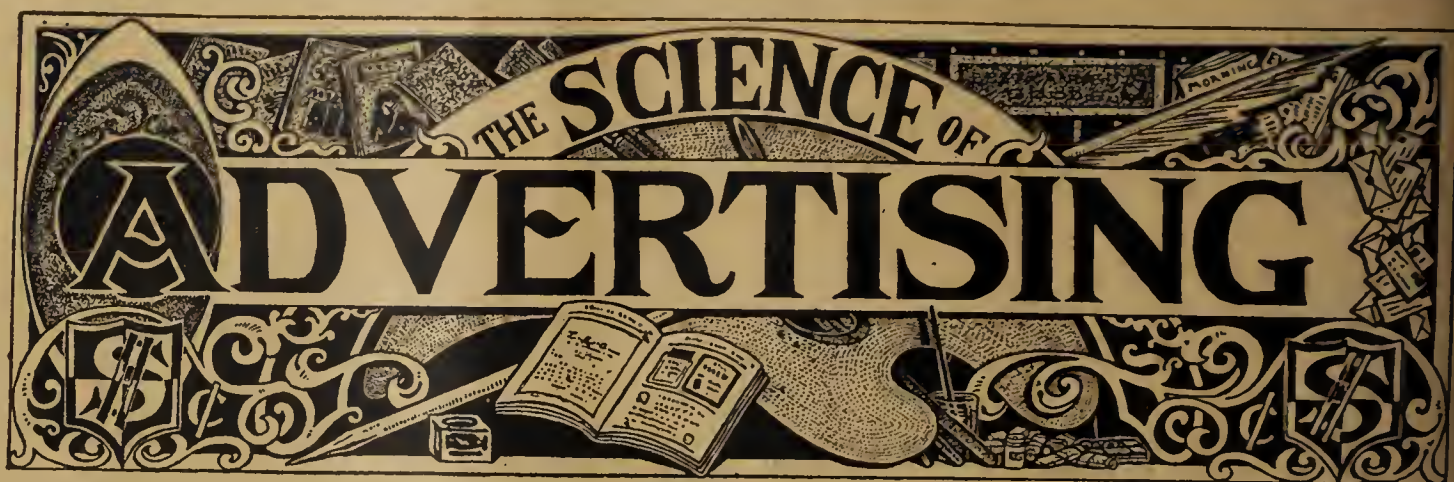
self a thousand miles away. Shorts who are still short are likely to continue as such; and hope against hope and argue, if they were to continue to pack tomatoes until Christmas, there could be an enormous yield, but future contracts at 70 and 72½ cents are not looked upon as a Government bond or a convertible asset.

Recent advices indicate that the State of Indiana has also suffered the same as the East. Two weeks continuous rain in the tomato packing section of Indiana

has proved likewise as fatal as it has in the East. Missouri promises a failure and other Western States are reported to be in the same category.

HARRY P. STRASBAUGH.
Aberdeen, Md., Sept. 27, 1911.

Peaches are coming from New York, Virginia and Pennsylvania. The New York fruit comes in two-basket carriers and range from \$1.50 to \$1.75. Virginia fruit ranges from 75 cents to \$1 a peach basket. The demand for peaches is fair.



A subscriber of this paper, while in this office a few days ago, suggested that this department take up and discuss the question of getting direct results from the average retail grocer's advertising. What was meant here was the sort of advertising done by the average small city or country town grocer, particularly the kind which he does in his local paper. Can such a grocer ever expect to get direct results—traceable results, by which is meant orders brought or sent into the store, which can be traced directly to the advertising?

In my judgment there are two kinds of advertising possible to do under such circumstances which if properly done in good mediums should bring direct results. Bargain advertising and suggestive advertising. By bargain advertising of course I mean advertising which offers goods at cut prices. Suppose the regular price of Campbell's soups to be 10 cents a can; it is certain that the grocer who advertises it for 8 cents, if he does it so people can see it, will get direct results. The word "certain" isn't often used in connection with advertising propositions, but I use it advisedly in this case, because I would

guarantee that staple, standard goods, advertised at or below cost in a conspicuous way, can be sold through advertising.

The second kind of advertising that if properly done will bring orders into the store is suggestive advertising. I mean by that advertising that puts an impulse or suggestion into the buyer's mind. For instance, if a grocer advertises something like this:—

**I Have
A New
Brand of
Canned Corn
I Want
You to Try**

It's packed in Maine—the Ajax Brand. It's the tenderest, sweetest, creamiest corn I have sampled since I started in business. Phone me to send you a can, or include a can in your next order. 15 cents a can.

Don't Forget—AJAX

many orders he will get is of course problematical; that depends on the number of people he reaches, the way high grade corn stands with them, and so on. But that he will get something from it is pretty sure.

The kind of advertising that will not get results is the kind that neither cuts prices nor suggests. For example, "Try Our Coffees, 20 to 40 cents per pound." Or "Fresh Fruit in Season." Or "Canned Corn, 12 cents a can." There is lacking from all such advertising anything suggestive or appealing, and the money spent on it—and wasted—is unlimited. It is this kind of advertising that a man does just before he concludes that advertising doesn't pay.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

he will get orders, if his advertisement appears in a paper that people read, and is displayed conspicuously in good position. How

PERIODICALS

Three good reasons why
you should handle them:

They BRING in TRADE

They are usually a CASH
sale

You turn your money over
12 to 52 times a year

The American News Company

9-15 PARK PLACE

NEW YORK

THE AMERICAN NEWS COMPANY
New York

Please send me your price list of periodicals and full particulars
as to how a profit-paying News Department may be in-
stalled without risk or expense.

Name

Address

G. W.



Working on Other People's Money.

"By the way," said an old friend of mine the other day, "do you know any likely young fellow with a little money of his own who wants to start in business? I might put up a little myself and help him out."

"Nope," I said, "and if I did, I wouldn't tell you."

He looked at me severely.

"Why don't you try to have some manners?" he said. "Here I am offering to do a kindly act, and you snap me off as if I was trying to cheat somebody."

This old fellow used to be in the wholesale grocery business, and he made a neat little pile and pulled out about ten years ago. Since then he's been looking around, going into little things once in a while—just something to give his mind some gum to chew on. He's all right—I'd go to him to borrow money quicker than most anywhere else, but he has no more idea how to run a retail business than he has to raise whiskers on the soles of his feet.

But he thinks he has, and that's where the rub comes in.

I got him to put up some money for a fellow about six years ago, and that's why I snapped him off so short when he talked about doing it again.

Gee whiz, but that was funny. The fellow he put up the money for wasn't young any more—he was forty years old and had been a clerk all his life. Never had had any show before. He didn't have a cent—the old man put it all up.

The clerk did know how to run a retail business, and the old fellow didn't. And he didn't know he didn't. If you know you don't know a thing, you've got some show to learn it, but when you don't know anything about it, but think you do, you're planting a crop of trouble for somebody if you monkey with it, believe me.

Of course the old fellow wanted to look after his money a little, and he thought he was doing the clerk, as well as himself, a good turn by handing over all the ideas he had about the way the store ought to be run. Some of those ideas were—well, one of 'em was that all the clerks ought to wear white gloves!

And expense! Holy mackerel, he didn't care any more for expense than if it was somebody else's money. He doped out all sorts of big schemes for making the store, as he said, "the most convenient place in the world to buy at."

"We can't afford to do these things!" the clerk used to tell him, "they're all good enough, but they run up the expense too much. It would be all right if we could get the prices, but we can't. There's too much competition. We've got to meet it, and if we do it your way we won't make a dollar!"

The old man was as stubborn as a mule.

"That's all right," he said, "when the people find out what kind of a place we're running here they'll come, and they'll pay the prices. We don't want every Tom, Dick and Harry; my idea is to run a store for discriminating people."

"And while we're waiting for the discriminating people," came back the clerk, "our capital's gone. You lose your money and I've got a failure on my hands. Besides that there aren't enough discriminating people to make a store pay like you want to run. We can't get along without the other kind of people."

That's the way they had it, back and forth. They never made any money. All told, the old fellow put in about \$3,000, and he finally sold the business for \$1,800. Dropped \$1,200.

I thought that cured him, but it seems it didn't. He wanted to come back for more. Never again for me, though.

"In Heaven's name," I said to him, "what do you want to get into the same muss again for? I should think you'd had enough."

"I'd run a different sort of a place this time," he said. "It would be a store for the plain people. Everything cheap and good—no frills at all. And I'd sell for cash."

"Well," I said, "it would come out exactly the same way it did before. You've never been in the retail business and your idea ain't practical. When you put up money for somebody else he's got to do as you say whether he believes in it or not, because it's your money. There's nothing to it."

Believe me, there ain't ever anything to going into business on other people's money. It just doubles the load. You're carrying the load of making the thing pay, and you're carrying the load of paying back that money. I may be all right to put up half and let somebody else put up half, but to let somebody else put it all up—not for mine. I'd rather work for somebody else all my life.

THE STROLLER.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration
General Practice

EAGLE BRAND CONDENSED MILK



BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands
you will please your customers.

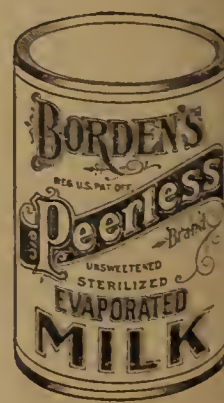
They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



The Facts in the Sugar Situation

THE present advance in the price of sugar is of deep concern to every household in the land.

The American Sugar Refining Company, which refines 42 per cent. of the sugar consumed in these households, and, therefore, shares their interest in the situation, deems it timely to record publicly its understanding of the advance, and its own policy in connection therewith.

The crop just harvested in Cuba shows a shortage of about 300,000 tons from the previous crop, direct loss in our supplies, as these sugars come to the United States almost exclusively.

Long-continued heat and drought in Europe, corresponding closely to the untoward Summer weather conditions in this country, have so seriously impaired the growing beet sugar crop of France, Germany and Austria that estimates of a reduction of from 1,000,000 to 1,500,000 tons or more—nearly one-fifth—in the supplies of Europe are generally made.

This threatened scarcity has caused excessive speculation in Europe and has advanced the sugar prices at London and Hamburg—the leading sugar markets of the world— $1\frac{3}{4}$ cents per pound since June 15th, while growers of cane sugar, in the face of an anxious demand and a certain shortage in the beet product, have similarly advanced the price of their product $1\frac{7}{8}$ cents per pound in the same period.

The American Sugar Refining Company does not own an acre of cane sugar land, nor does it produce a pound of raw sugar; it depends for its supplies of raw sugar upon the growers of Cuba, Porto Rico, the Philippines, Hawaii, Java and other sugar Countries.

It has, in common with all other refiners at home and abroad, been compelled to secure its supplies from these sources at constantly advancing prices.

On June 15th raw sugar could be secured at 3.89c. per pound. Last week the corresponding price was 5.75c. per pound. On the June date this company was selling granulated sugar at 4.90c. per pound net, while recent quotations have been as high as 6.62c. per pound net.

As regards our policy, it will be seen from these prices that we have fairly maintained a stable margin between raw and refined sugars.

We believe it only just to add that the grocery trade of the country has likewise maintained a fair parity to the consumer.

Throughout the rise our prices have frequently been from 10 cents to 25 cents per 100 pounds below other refiners, this policy having been pursued designedly, and aided by supplies which were fortunately adequate to the purpose.

We share the hope that every consumer undoubtedly entertains that the loss in Europe has been exaggerated (the actual figures cannot be known before December or January), and that the calls upon what are almost exclusively American supplies of raw sugar will gradually diminish.

Happily the domestic sugar crops promise good yield, and with their harvesting, which has already commenced and which will be in full progress in October, the present flurry should disappear.

In the meantime, our policy as regards a reasonable margin will be continued, it is dictated not only by a recognition of our peculiar relationship to the welfare of the country's households, but also by good business, for any decided check in consumption with a profit margin as narrow as that in sugar refining could only occasion heavy losses to all refiners.

*Makers of Crystal Domino
and Other Quality Sugars*

The American Sugar Refining Co.

September 13, 1911

THE GROCERY MARKETS

Tea.

The tea market is active and desirable teas are in good demand at full prices. There has been no change in prices during the week, except that low grades seem to be a shade firmer; in other words it is easier to sell them at full prices than it was a week ago.

Coffee.

The coffee market has taken another upward turn within a week ago. News from Brazil is extremely strong, and quotations are much higher there than last week. In this country all grades of Rio and Santos are at least $\frac{1}{4}$ cent higher. Milds are probably $\frac{1}{2}$ cent higher for the week, and the present quotations compared with the quotations of six weeks ago show an advance of 2 to $2\frac{1}{2}$ cents per pound. Mocha is scarce on spot, and has advanced $\frac{1}{2}$ cent during the week. The coffee demand is fairly active under all the conditions, but the consumptive demand is without doubt feeling the effects of the abnormal prices.

Sugar.

The sugar market is practically unchanged from a week ago. The New York refiners have reduced their abnormally high quotations and are all now on a basis of $6\frac{3}{4}$ cents for granulated, the same as the Philadelphia refiners. The demand shows a decided falling off, and it is believed that within a very few weeks the refiners will go out for business again, instead of holding it as now, and when they do, the market will without doubt decline.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is in fair demand and rules at unchanged prices. Sugar syrup is fairly active at unchanged prices. Molasses is dull and unchanged.

Fish.

Mackerel is strong and in fair demand. The week shows no important change in price. Cod, hake and haddock are all firm and show a fair demand for the opening season. Domestic sardines are not especially strong, and practically all packers are quoting quarter oils at \$2.25. Imported sardines show no change in price,

though advices from abroad are of poor pack. Salmon shows no change. There is a fair demand under all conditions. Plenty of pink Alaska salmon can be gotten at \$1 f. o. b. in a large way.

Canned Goods.

Tomatoes are looking firmer. The weather has not been altogether favorable, and the season is drawing to a close. Standard 3s are generally quoted at 85 cents in a large way, and no packer is at present willing to sell for less. The present market looks strong, though a couple of weeks of perfect weather would do much to bring things up. The demand for tomatoes is not especially good; if it were, prices would without doubt advance, as the market is feeling rather sensitive. Corn is unchanged. The Maine packers have given the trade to understand that the cold spell shortened their pack, but there is reason to believe that this is not true. It is quite probable that every Maine packer will make full deliveries. Peas show no change for the week. Some New York State gallon apples have been sold at \$2.75 in a large way, but this price is considered high, in view of the expected large pack, and there have been few takers. It seems likely that prices may be lower. California canned goods show no change and comparatively little demand. Small staple canned goods are unchanged and comparatively dull.

Dried Fruits.

Prunes are extremely strong again, and most packers have withdrawn prices. They seem to be afraid that the crop will run to small sizes. The market for 1911 fruit is exceedingly strong, and it is almost impossible to buy anything. Peaches are about $\frac{1}{2}$ cent easier, due to better crop prospects, and the demand is moderate. Apricots are unchanged on the previous high basis and very dull. New raisins look stronger. The crop doesn't look so well, and an advance is not unexpected. Old crop raisins are unchanged. The general demand for raisins is light. Currants have advanced

on the other side, but the market here is as yet unchanged. Other dried fruits dull and unchanged.

Beans and Peas.

Although the weather in Michigan has been unfavorable, domestic pea beans have declined during the week, and are now quoted on spot in a large way at \$2.40 to \$2.50 per bushel, with a quotation of probably 5 cents below that to come forward. Domestic marrows are unchanged from last week—\$2.85 on spot in a large way. California limas are unchanged from a week ago, the market for old and new being now on a par. Green and Scotch are firm, high and unchanged.

Butter.

Partly by reason of the defeat of reciprocity, the market for all grades of butter has advanced 2 cents per pound during the week. There is an active consumptive demand for all grades, and the receipts are hardly up to usual for the season. Another reason for the advance is the fact that the foreign supply of butter is short, and countries abroad are therefore drawing on Canada, which is firm and high. In this country the demand for butter to go to the extreme West has been large and this also has helped to put the market up.

Eggs.

The receipts of fresh eggs are still comparatively light, and the market is very firm at the same prices as ruled a week ago. What few fancy fresh eggs are coming in are selling readily and bring 2 to 3 cents premium over regular market quotations. The consumptive demand for eggs is very good, and the market generally is in a healthy condition.

Cheese.

The cheese market has advanced $\frac{1}{2}$ cent during the week, due largely to the same conditions which advanced butter. There is a good consumptive demand, and the quality of the current arrivals is high. Last year the Canadian cheese market was about 4 cents below our own, but this year they are about together. This helps the market here to be firm.

Provisions.

Notwithstanding the fact that the consumptive demand for all cuts of provisions is fair, the market has declined $\frac{1}{2}$ cent throughout during the week. A larger supply is reported, with some seasonable falling off in the demand. These two factors moving together have caused the decline. Pure and compound lard have shared in the decline and are steady at $\frac{1}{2}$ cent off. Barrel pork and dried beef are steady and unchanged, with a good seasonable demand. Canned meats are unchanged.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Holland Herring.—The market is certainly strong enough and if weather here were cooler prices would certainly show an advance here. As it is, the demand is still curtailed by the warm weather and prices here have not responded as yet to the advance in the primary markets.

Scotch Herring.—These are certainly scarce, especially good large fulls, and while the demand is not very brisk at the advanced prices, it looks to us as if the trade will be very willing to pay the present asking prices as soon as the cold weather sets in.

Norway Herring.—They are all small this season. They opened up rather cheap, but since then the market has stiffened very materially and prices are higher. Our people cable to-day from Norway that they look for a higher market on Norway herring.

Irish Mackerel.—The last week's shipments amounted altogether to 1,035 barrels. This brings shipments this season of autumn mackerel to 53,636 barrels and spring mackerel to 3,473 barrels.

Norway Mackerel.—The market shows a sudden advance in prices. Our people cable that total shipments up to September 16th from Norway amounted to 2,011 barrels, which is quite a shortage.

Imported Sardines.—There is no change for the better. There is no fishing in France; packers are unable to fill the contracts which they have booked, and while French sardines have been scarce during several years, there will be more than a scarcity this season. We have sold as usual several thousand cases of our French sardines, but we find that

ing to the practically total
lure of the catch we are un-
le to deliver and all our com-
itors are in exactly the same
at.

Portuguese Sardines.—We are
ling very freely and market is
ry strong. Supplies are just
r and best known brands are
ry firmly held, while inferior
alities are neglected and not
nted by the trade.

Norway Sardines.—Demand
ntinues very good. Of course,
view of the scarcity of French
rdines, the people turn to Nor-
ys and the sale increases every
y. The catch is only fair, but
e quality is good as a rule.
e market is strong and tending
gher.

STROHMEYER & ARPE CO.
New York, N. Y.

Spices.

The market is very active.
ot supply is exceedingly scarce.
is is more apparent than for
any years past.

Pepper.—The market remains
eady and the demand is large.
hite peppers are very active and
e firm in price. The undertone
very strong and it certainly
oks as though prices will go
gher.

Red peppers are active and in
od demand. Prices are un-
anged.

Cloves now selling well. The
ot supply is very small.

Pimento (Allspice) steady but
hanged. The demand is very
od.

Nutmegs very firm and steadily
vancing. Higher prices are
redicted. Futures from the East
e at extreme prices and only for
nited quantities.

Mace.—Spot stock is reported
ery small. Futures are higher
an prices in effect here. Every-
ing points to a steadily advanc-
g market.

Cassias.—Saigon is reported
ery high. Prime Batavia is ex-
ceedingly scarce. China grade is
a fairly good demand.

Gingers.—Both African and
amaica are reported firmer. The
endency is upward. The crop of
frican is now being marketed
nd the total is less than origin-
ally estimated.

Green ginger root exceedingly
scarce and practically none to be
ad. A small consignment ar-
ived during last week and was
mediately disposed of.

Tapiocas.—Demand is fair and
rices remain steady and firm.

Seeds and Herbs.—Caraway is
igher. Poppy very firm, with
pward tendency. Other spices
unchanged. Marjoram, both
rench and German, has ad-
vanced sharply. Sage, Thyme
nd Savory unchanged. Demand
s very good.

McCORMICK & Co., Inc.
Baltimore, Md.

THE NEW YORK LETTER

(Continued from page 14.)

Cohen, said that the association
had merely acted within its rights
in trying to check some of the
evils of competition and ruinous
price cutting. He said that no
threats were made and that the
officers and members tried to
show non-members and members
as well that it was bad business
to cut prices below a living profit.

The association, he said, has
also been trying to get all of the
Hebrew grocers to close their
stores one day in seven instead of
keeping open all week, as some
now do.

In trying to bring about these
reforms, Mr. Cohen said, the asso-
ciation never employed any illegal
methods, but relied entirely on
friendly talking and reasoning
with those who have been putting
the business on an unprofitable
and unsatisfactory basis in cer-
tain parts of the city.

SUMMARIZED MARKET CON- DITIONS.

Reports are heard in the coffee
trade of a little better business
from the country in the last two
or three days. The reaction in op-
tions is said to have checked what
would have been even more lively
business. The roasters are pur-
suing a cautious policy and are
closely watching the quotations,
as they are suspicious of the high
level of prices and any unfavor-
able movement adds to their
timidity in purchasing. The mild
grades are quiet and steady, with
the chief demand for washed
coffees.

Refined sugar is now rather
quiet as to new business. The
prices were marked down a little
early in the week by some of the
refiners, and standard granulated
is quoted at 6.75 cents, less 2 per
cent., by all of the refiners except
the Federal, which holds to 7.25
cents.

The market for canned toma-
toes is stiffer and packers are said
to have declined orders this week
at 82½ cents for No. 3 Marylands
and 62½ for No. 2s has also been
declined, it is said. Buyers are
generally conservative, however,
and not inclined to go above these
prices. There is increased de-
mand for corn in some quarters
and the offerings are as yet lim-
ited, especially from State and
Southern packers, but the West-



As Like as Two Peas.

The chef makes up a Jell-O dessert and
the butler serves it. The young housewife
makes one and serves it herself. She is no
cook, but the dessert she has prepared is as
like the chef's as two peas are alike. Both
were probably made in a minute.

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practice.

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See Price-list

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Philadelphia

ern packers are offering stock more freely. Peas are firm, with little demand and small offerings. There is little interest in string beans, but prices are firm. Increased inquiry is noted in new spinach.

New business in canned fruits is not active, as distributors are now busy making deliveries on early contracts. Prices are generally firm.

Dried fruits are selling slowly. Buyers are not inclined to speculate in prunes at present prices and holders are not showing any eagerness to sell. The local trade looked after its present requirements in its early contracts and is now awaiting deliveries. The early purchases were made at price levels somewhat below present quotations, and until the market has absorbed the prunes already bought conditions are likely to remain somewhat dull. California raisins continue easy and the local trade is quite well protected as to its fall and early winter requirements. Apricots and peaches are dull; currants are firm.

Flour is higher and the tone of the market is stronger, as the millers seem to feel that they are in a position to get the higher prices. Spring wheat patents have been selling in fair-sized lots at \$5.60 to \$5.70 and some millers are asking as much as \$5.80 to \$5.90 for popular brands.

Butter has been advancing under decreased receipts. Creamery specials have been bringing as much as 29 cents. There is only a limited proportion of the receipts that passes inspection as high grade specials. Extras are stronger in sympathy with specials and now bring 27½ cents. The firsts range from 24½ to 26 cents; seconds from 23 to 24 cents.

The egg market continues irregular, although the commission houses are more hopeful. There is still a firm demand for high grade stock, while medium and lower grades are urgently offered. The tone is a little steadier on the highest grades of storage eggs. The fresh gathered extras are quoted at 26 to 28 cents; extra firsts at 23 to 25 cents; firsts at 20 to 22 cents. Fancy grades of nearby eggs command much higher prices, ranging up to 30 to 35 cents for hennerly whites.

FRED. A. MCGILL.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Equipment—Continued.

There are two ways of laying cement floors and sidewalks. One is to make a homogeneous mixture, all of the same proportions and ingredients, and lay it in blocks, finishing each block as it is laid by simply smoothing the upper surface. Another way is to make a rough concrete mixture and lay the block, say, 7 inches thick, and then overlay that with 1 inch of finer finishing mixture. One man of long experience wants me to use the first method, which he has practiced for over fifteen years, and which he says he will lay and guarantee indefinitely. The other method he says is so liable not to bind but to flake off afterwards that he would not guarantee such a job "while he crossed the street." Another man, also of long experience and of excellent local standing, advises me to use the second method, saying that if the upper layers are put on skillfully, before the concrete has set, there is no danger of trouble, and it makes the smoother floor.

You have heard what happens "when doctors disagree," so I am not decided yet. If you have had any experience, please tell me. At any rate, there is going to be 8 inches of solid cement floor in that basement, all pitched to the drain, so that it may be flushed out at any time and kept as clean as the ordinary main floor of any store; and it is not going to need repairs of any kind for a generation.

I am not quite settled about my root cellars. It has been suggested that I leave the concrete off a space of, say, 6 x 24 feet along the windowless wall at the base of the triangle and erect concrete partitions on that space for my root storage. This would

fix me up for carrots, bagas, celerac, beets, salsify, etc., all to be packed in dry sand; and it would give me working room for potatoes, though I shall have to have some further under-sidewalk storage for potatoes in quantity. If you know anything about such root storage, please tell me.

Every shelf in that basement is going to be movable; in fact there will be no shelving such as we commonly use. There will be racks made of 2 x 4 timbers and ¾-inch dressed boards, which will be painted white. The white paint shows dirt immediately and also reflects light; so that basement can be a standing example of cleanliness and sanitation. The racks, to begin with, will be sufficient to about line the available wall space and fitted so they will comfortably fill that space, but it is the real intention to have them stand out from the walls, to avoid the accumulation of rubbish in dark corners, etc., though, truth to tell, I hardly know where any dark corners will exist in that basement. This may not be practicable in that small space, but I have seen it done in large houses with great success. These racks will be all raised from the floor the thickness of one timber, so the floor can be flushed without disturbing any of the goods in storage. In this way one man can keep the floor perfectly clean, doing all the work himself. So it can be done regularly and I see no reason why any part of that basement should ever be disorderly or dirty.

The boiler room will be accessible from the big basement, but the smaller basement and its extension will be locked; so all things not of a specially high grade, valuable or tempting char-

acter will be kept in the big room. Here will be the refrigerating engine, one-ton capacity, to cool upwards to 1,000 cubic feet as I grow to need so much. This will be in the light of a large window and I may succeed in running it with the same motor as runs my roaster, which will not save me any power expense, but will save me the investment in one motor. I do not plan to have any refrigerator in the salesroom except a refrigerating show case for butter, cream, fancy cheeses, pate de foie gras and other similar products which should be stored in a low temperature, but which look well and sell more readily under attractive display.

One thing I have not settled, and that is how I can care for my fruits and vegetables at night, without taking them all down cellar to the regular ice boxes. I should say, "coolers." For I plan to have my present ice box converted into a cooler by putting a brine tank into the ice chamber so that I can shut down the power at night. That box may be used for fruits, etc. Then I must have another one for cheese storage and one small one for bacon and other smoked meats which I can run down to zero or thereabouts. All of these will be on the dividing wall, opposite the root storage.

If any of my readers have had experience using mechanical refrigeration for the daily storage of fruits and vegetables a statement of what you know would be valuable not only to me but to hundreds of other grocers. The goods must be kept in prime condition, yet time and labor cost so much that if there be any way of avoiding their too liberal use, the knowing how to do it would be a great boon to all retail dealers; and I am looking for some valuable hints from you who know.

Tomatoes are higher. Canners are evidently short, for they are paying as high as 30 cents per basket. Fancy tomatoes range from 40 to 50 cents. The end of the season is approaching and the demand is fair.

Black grapes average 10 cents per small basket, and the other varieties 8 to 10 cents. Last year the range was 13 to 14 cents.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Things That You Must Avoid.—Putting the end of a string into your mouth when tying a bundle. Sewing gum or tobacco back of counter. Allowing your attention to be taken by any employee while waiting on a customer. Wearing a hat in the store. Walking across the store. Allowing a customer to wait impatiently without a word of recognition. Wearing a soiled coat, collar or apron. Giving special attention to the well dressed. Ignoring children. Overdoing it with "our own" brands. Neglecting to say "Thank you" whether the order is paid for at the time or not. Criticising orders from headquarters. Speaking disrespectfully of a superior working for the same wages you are getting. Finally: Don't say "don't know."

Stand That Broom Handle Down—You can show the good points. There's a lot in that. Show that it is tied five times with heavy cord. Ask her to notice how solid and uniform the corn is and you'll observe that it isn't knotty or it isn't brittle nor ragged and the strands aren't split. Some

women are as fussy about a new broom as they are about a new hat.

Keep a cheap broom on the floor so long as her limit is 30 cents. It's good enough all right for the money, only close inspection is apt to be discouraging and you're liable to lose the sale.

Show Up Cream Of Tartar in a clear glass jar properly covered and you'll be surprised how many quarter pounds you'll sell in a day. It's one of the things we're apt to keep out of sight. It might be interesting to know that not more than two pounds of tartar is obtained from a ton of grapes. It's to be had also from a deposit formed by wines while they undergo a fermentation. This information the writer received while conversing the other day with a large New York importer.

Mincemeat Time Is Here.—And you're going to be asked a whole lot of questions about it. Why is this 10 cents and that 8 cents and some even four packages for 25 cents. *Talk about the best.* The best is made of the choicest raisins and currants and the fresh-

est and best beef and the most select apples. Some mincemeats hold no beef at all. Some contain only the skin of apples and the very cheapest of fruit. No woman can do credit to a mince pie with such material to handle. Put that up to her.

"That Man Is Off On Lemons," said a clerk the other day about a man who wanted the price on a box. The clerk asked him \$5 for 360s and he said he could buy them for \$3.65. He could and he did. But they were "softs." A soft lemon is a fruit that is repacked for immediate Northern use. The keepers are sent South just now, while of course many of them are sold to retailers who do not cater to the box trade.

The incident is mentioned so as to impress you with the fact that the hotel man knew what he was talking about and also to explain the "reason for the difference."

As a matter of fact the hotel man didn't know or didn't care anything about "soft" lemons.

MAGAZINE NOTES.

Lippincott's Magazine.

The literary event of the month is doubtless the appearance of a powerful new novel by Amélie Rives (*The Princess Troubetzkoy*), published complete in the October "Lippincott's." Its title is "Hidden House," and the scenes are laid in Virginia, as were those of the author's memorable first success, "The Quick or the Dead," which was also brought out in "Lippincott's Magazine." It is not too much to expect that this new novel will create an even greater furore than did the earlier work, for it cannot be denied that to the Princess's former brilliancy and charm have been added a depth of feeling, a sure-

ness of touch, and a keenness of insight into the human heart and its vagaries, which could come only with added maturity. The plot of "Hidden House" is absolutely unique, and in realism, in ardor, in fascination, the story is matchless. It will be interesting to compare its popularity with that of the former work, of which hundreds of thousands of copies have been sold.

The recent substantial increase in size of the magazine affords room for a greater number of short stories than heretofore. Those for October are a diversified lot, with plenty of action and a goodly proportion of humor. They are "The Evasion of Florida Lusk," by Alice MacGowan; "The Last of the Mohicans," by Dorothy Canfield; "The Daughter of an Image Maker," by Will Levington Comfort (author of "She Buildeth Her House"); "Pot Luck," by Dion Clayton Calthrop; "Sally's Soul," by Myra Webb McCord; "Cards," by Nan Maury Lemmon; "How Stephen Lance Came to a Bad End," by Iris Blue, and "Clipped Wings," by Katherine Hopson.

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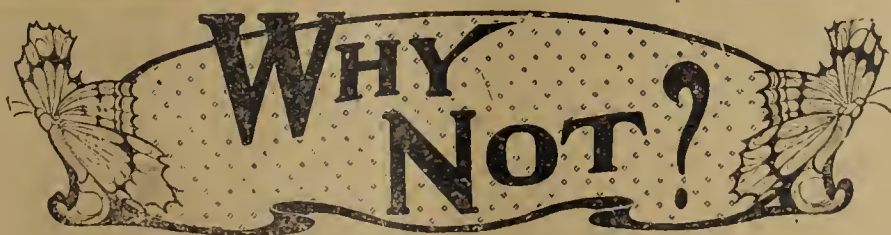


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MOTHER'S OATS—We have a car load of this well-known brand Rolled

Oats now in, new goods, just from the mill, Containers of 18 packages at \$1.45, or in 10 container lots at \$1.40, freight paid. Send us your order; it will pay you to buy liberally.

NEW PRUNES—Choice Santa Clara Prunes, crop 1911, now ready for immediate shipment. 50-lb. boxes only, 80-90, price 8½c per lb.; can be retailed at 15c or 2 lbs. for 25c; a bargain.

DRESSED FISH—New goods now in the market. We quote Challenge Brand, 40-lb. bulk, at 5½c, and Challenge Brand in 1-lb. bricks, 20 lbs. to box, at 6½c per lb. Add it to your stock and you will sell it.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**



Two Harvest Displays.

The grocer who handles a side line of fruit, and the regular dealer in green truck and fruit will find these two suggestions for a harvest display very good. Some time is required in the arranging of them, but when completed you will be repaid for the trouble. To arrange the large basket it must be made first in the following manner. Take an empty cheese box, a very small one, say one what a picnic cheese comes in, nail the lid on. Now nail a few small blocks of wood all around the edge of the box, have them about one inch high, then place some thin boards of boxes at each side, or rather what is to be the long ends of the basket. Nail them down at the ends, in the centre of the box, the little blocks at edge or under the boards will make them slant, and the small blocks at the sides should be a little higher, so the boards that you nail on for the sides of the basket, will still be more slanting than those at the long ends. The basket when finished should be about three feet long and two feet wide; of course it can be made twice

as pears, peaches, apples, plums, etc. Leave a couple of bunches of grapes hang over the edge of the basket this will add very much to the display. Place a few bunches around on top and between the different vegetables. Use twisted strips of green crepe paper for a background.

No. 2.

The pyramid window is arranged as follows: First arrange the arch or background, make it of thin box boards, the straight piece across is about one foot wide, and in the centre a foot higher. Arch it like in illustration, cover it with white crepe paper, and nail securely to each side of the window. Tack colored leaves or artificial leaves all around the edge. In the arch place the word "Harvest." This is made from small red crab apples, wire nails are driven in first, and then force an apple on each nail, stem outward. The number of the year is made the same



as large if the window will allow it. Cover the bottom or outside of the basket with straw, bind it on flat with a light yellow cord as this will not be noticed so much as white cord. When you have the outside covered make the handle. First use a strong wire, fasten at each side, and cover with twisted straw, bind this on tight with the yellow cord, make the handle in proportion to the basket, at each side fasten a little bundle of wheat, rye or oats. Your basket complete, stand aside till ready to place. At the rear of the window, place a level platform across; from the edge of this, place boards slanting to the front of the window. Cover this all with a dark green crepe paper, and make the word "Harvest" with green corn. Hold the ears in place with thin wire nails or strong pins; don't drive them through the corn, only through the husks and at the ends. Now place the basket in the centre of the platform. Place all large fruit and vegetables in the centre, such as melons, cantaloupes, eggplants, pumpkins, etc. Use the smaller ones towards the ends and on top of the larger ones such



way. Now cover the bottom of the window with white crepe paper. In front in the centre place piles of different kinds of nuts, and at each side in the rear place a bundle of rye, wheat or oats. Build a nice smooth slant in each corner, of boxes and burlap bags. Place a row of melons on the bottom, next pumpkins, cabbage, eggplants, squash, etc., towards the top place smaller ones, such as carrots, turnips, potatoes, etc. At each corner place a large stalk of celery. The pyramid in the centre is of fruit and endive. It is arranged this way: First make a foundation of boxes and bags to give it a smooth slant, make it in a semi-circle at the bottom. Place grape fruit, then grapes, next oranges, then grapes, next apples, grapes, then small fruit, lemons, plums, peaches. Tack a bunch of endive here and there in the back; this will show up very prettily against the white background. The window all arranged run a few widths of the white crepe paper from the arch down to the bottom of the window, this will bring out the neatness and color fine.

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Indianapolis (Ind.) Sells Potatoes Direct to Consumers to Cut Out Greedy Commission Merchants

Mayor Shank Brings Five Hundred Bushels From Michigan and Sells Them Publicly at Seventy-five Cents a Bushel, While the Commission Men Were Jobbing Up to \$1.10. Commission Men Charged With Depressing Buying Prices and Inflating Selling Prices. Sale a Big Success. Will Sell Other Food Products in Same Way.

Special Correspondence of "Grocery World and General Merchant."

Indianapolis, Ind., Oct. 5, 1911.

For the second time a municipality has gone into the business of selling food, with the avowed object of cutting out the high profits of the middleman. In order to punish the commission men of this city, who are accused of artificially holding up prices, Mayor Shank, of this city, last week brought a car of 500 bushels of white potatoes here from Michigan and sold them at cost, plus expenses, at the city market. [The other occasion where this was done was in Des Moines, Iowa, several weeks ago.—ED.]

The Indianapolis campaign was started by reason of complaints from farmers that the commission men were refusing to pay decent prices for potatoes, claiming the market here was glutted. At the same time potatoes were actually scarce and were bringing high prices. As a result many growers were refusing to ship potatoes here and the market was rapidly getting a bad name.

The 500 bushels reached here last Friday and were put on sale on Saturday in front of Tomlinson Hall. The crowd began to gather by 3 o'clock in the morning. The entire 500 bushels were sold by 10 o'clock, and advance orders taken for another car, which arrived on Wednesday. The price was 10 cents a half peck, 20 cents a peck and 75 cents a bushel. The demand was so large that no person was allowed to buy more than one bushel.

When the Mayor first announced his intention of going into the potato business, the commission merchants were quoting 90 cents to \$1.10 per bushel at wholesale. The price at retail stores was of course the dealer's profit added to that. By Saturday

morning many of the commission men had reduced their prices to 75 cents, and at the retail stores the average price was \$1.

The sale, however, seemed to have little effect on the prices other retail stands on market were charging for potatoes. This was said to be due to the fact that the stand holders believed the Mayor's potatoes would not last long and that then they could sell their own at regular prices. During the Mayor's sale potatoes were priced at three market stands, the prices quoted being 35 cents a peck, \$1 a bushel and \$1.15 a bushel respectively.

Among the retail grocers over the city various prices were charged, but the commission men made no further cut in their quotations. The wholesale price was still given as 70 and 75 cents a bushel for the quality of potatoes sold by the Mayor. Retail grocers were selling them at from 19 cents a peck to \$1.10 a bushel.

The Mayor's idea was to sell his potatoes at exact cost. They are said to have cost him 69 cents a bushel delivered in Indianapolis. He thinks he will be just about able to come out whole at 75 cents.

The Mayor is quoted here as saying that he intends to bring in all sorts of fruit and produce in the same way, buying it in carload lots direct from the producers and selling it in Indianapolis at cost. If he carries out this threat, the local trade will find it very difficult to meet this competition, although of course no matter how cheap the Mayor sells, everybody will not buy of him.

The second car reached here on Wednesday and consisted of 420 bushels. The Mayor had advance orders for 615 bushels.

One effect of the newspaper publications about the potato deal

has been the organization of a number of railroad workmen into a co-operative buying association. There are one hundred all told, and they come from the Pennsylvania Railroad shops here. Each member will pay \$5 into a fund, and this fund, amounting to \$500,

will be used as working capital. Coal will be bought in carload lots, and flour, sugar, potatoes and other commodities will be bought in large quantities. These will be sold at actual cost to the members of the association.

R. E. V. HARTLEY

Pennsylvania Food Department Will Start Campaign Against Stale Breakfast Foods

Adds to Warning Given Retailers Through Recent Issue of The Journal. Samples Are to Be Taken All Over the State and Examined by State Chemists. Prosecutions to Follow if Violations Found.

In a recent issue this journal published an interview with Pennsylvania Food Commissioner Foust, in which he warned the retail trade of the State that breakfast foods were under examination, and that they should be careful to keep their stocks fresh and quickly turned. This interview the Commissioner has supplemented by a further statement which he sends this paper for publication, and in which he says that samples of breakfast foods are to be taken all over the State and forwarded to State College for examination. The Commissioner's statement is as follows.—

There is no criticism of the food quality of the average breakfast cereal when it is sold in a fresh condition to the consumer, but it is well known to all dealers that these preparations are very liable to insect attack unless the greatest care be taken to keep the stock fresh and to store in places where the danger of such attack is least. Past examinations by the Bureau have revealed numerous cases in which the contents of packages were simply alive with vermin and cob-webbed with the tissues woven by the insect larvae they contained.

The Commissioner recognizes the conditions confronting the retailer in keeping his stock of breakfast foods fresh; and wholesalers who make a careful comparison of the 100 to 150 brands of such foods on sale in the State will find that in reality there are only 12 to 15 types of breakfast foods that differ at all distinctly one from the other, and yet nearly every week sees community after community canvassed by agents presenting samples of some new breakfast food, taking orders for the same and turning them over to the local grocers supplying these several families, with the demand that he add this new name to his stock, despite the fact that his shelves are already crowded with the one hundred other brands. And immediately thereafter the same merchants are induced to stock largely with this new named variety by reason of quantity discounts. The demand for the goods earlier in stock temporarily, or permanently, stops, but the goods

remain on the shelves and are held there for months, or even years, with the vain hope that breakfast food fashions may turn and the old stock becomes salable.

The difficulties of the retailer under these conditions are recognized, but the rights of the consumer for protection against the evil cannot be overlooked. The Commissioner wants every retailer handling cereal goods to understand that the retail stocks in every part of the State are to be thoroughly sampled and sent to State College for a scientific examination, and that whenever contamination by bugs, slugs and the like detected prosecutions will be instituted in every case and vigorously pressed. This frank note of warning is given so that the retailer may have a fair opportunity to clean up his stock and consign to the dump every package of cereal that is in condition to bring him into trouble because of lack of freshness or its location near weevily goods, since even fresh goods may quickly become weevily if stored in the neighborhood of old packages containing these insects. Despite the difficulties of these conditions the retailers have a remedy in their own hands, and that is to buy in small quantities, turn the stock often and so have little left long enough upon their shelves to be in serious danger of insect attack. If the retailers, aided by judicious co-operation of manufacturers and jobbers to remedy existing conditions, do not get rid of this evil it is possible that the people may feel it necessary to adopt a remedy proposed in other States against the sale of stale stocks of perishable goods such as these cereal preparations, namely, that of requiring that the package shall bear a stamp indicating the date of manufacture of the goods.

The Commissioner earnestly hopes that the retailers of the State will examine their own stocks and protect their own customers before the food agents reach their stores, and by so doing avoid trouble of a more serious character for themselves.

Cranberries hold their own, and are quiet by reason of the weather. The best Cape Cod are still ruling at \$7 per barrel and \$2.50 per box. New Jersey fruit averages \$2.25.

\$2,500.00 In Prizes

To Increase Oatmeal Consumption

185 Prizes, Ranging from \$100 Down

Open to Grocers and Their Clerks

THE Quaker Oats Company starts its Fall advertising with an innovation. See the October and November magazines and women's publications.

We offer there 185 prizes, totaling \$2,500.00. There are five prizes of \$100.00 each, ten of \$50.00 each, etc. They are offered by us to those who send the best letters, illustrating the good which people get from eating oatmeal.

You men who sell oats should have a chance at these prizes.

Be sure to see the announcements.

And notice this when you read such announcement: The object of our advertising—as it has been for years—is to increase oatmeal consumption. We are not merely after existing trade. Nine-tenths of our aim is to increase the sale of oatmeal.

A recent house-to-house canvass which we made in twelve cities shows that two-thirds of all families are now using oatmeal. About half of them use it daily. Our object now is to bring this greatest of all foods into constant, universal use.

And that is for the good of all.

The Quaker Oats Company is doing more than all others to nurture the trade in oatmeal. It has done more than all others to make people like oatmeal.

Quaker Oats is, beyond any question, the finest oat food in existence.

By quality, by advertising and by right business methods we are constantly building the trade in oatmeal. If you believe that these efforts are good for you—and good for all—we ask you to help.

The Quaker Oats Company

CHICAGO

The New York Letter

Dr. Wiley Tells National Civic Federation There Should be National Health Board. President Food Commissioners' Association Talks Uniform Food Laws. American Specialty Manufacturers Meet in New York November 16th and 17th. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, October 6, 1911.

Stricter food laws were advocated by several of the speakers at a meeting held Monday by the Pure Food and Drug Department of the National Civic Federation. Seth Low, former Mayor of this city, presided at the meeting which was held in the rooms of the Board of Trade and Transportation.

Representatives were present from various bodies having to do with food questions in an official way and from associations of manufacturers, civic organizations and labor unions.

Dr. Harvey W. Wiley, chief chemist of the United States Bureau of Agriculture, was one of the principal speakers. Before the meeting he was heartily congratulated by most of those present on the outcome of the recent difficulties in his department and his personal triumph.

In his address Dr. Wiley advocated a National Board of Health, with the head of the department as a member of the President's Cabinet, in order to exercise effective control over the purity of all foods and drugs.

Questions of the purity and adulterations of food were treated by Dr. Lucius P. Brown, president of the Association of State and National Food and Dairy Departments. He took up the subject of uniform food laws and argued that absolute uniformity in the food laws of the States is neither possible or desirable, but that practical uniformity as to essentials has already been obtained. His remarks were heard with close attention. In part, Dr. Brown said:—

"The protection of a food supply naturally assumes two forms—namely, the assurance of the purity of foods as to their ingredients and the assurance of their freedom from disease-producing contamination. The first division again divides itself into freedom

from poisonous constituents, which food laws in general class as adulteration, and agreement with the declared composition, classed by food laws as misbranding.

"Such considerations naturally suggest the question of uniformity of food laws. I regret to say that heretofore all the arguments for uniformity which have been made have presupposed a uniformity based on the Federal Food and Drugs act of June 30, 1906. As a matter of fact there can be no 'last word' in food legislation any more than in any other kind of legislation, and as to uniformity, it is probable that, in its details, food legislation offers rather more difficulties than most other subjects, due to the differences of climate, population, environment, etc. But while this is true of details I do not wish to be understood as meaning that it applies to essentials. In the latter there should be uniformity, and as a matter of fact there is now practical uniformity, for the greater number of the States have food laws patterned after the Federal Food and Drugs act. Absolute uniformity appears to me neither desirable nor practicable; the latter, if for no other reason than that all laws receive their final interpretation from the State courts, whose opinions will naturally receive color from the local needs, conditions and legal precedents.

"The second aspect of food production, namely, its assurance from disease-producing contamination, is even more important to the public health than that just discussed. In this protection the Federal Government can in the main do little, no matter what laws be passed. Though it should inspect other food factories, as it now does the meat packing houses, this would give no assurance that food manufactured in a cleanly manner would not be contaminated in handling before it reached the consumer. Only by

indirection, under existing statutes, can the Federal law touch such material, and this kind of work must therefore all be done by the States. Many of these possess the excellent law, governing the sanitary condition of all food-producing and food-handling establishments which was drafted three years ago by the Association of State and National Food and Dairy Departments, while others possess the same provisions as regulations of the State Health Boards. In both instances the State Food Departments are charged with enforcement.

"I would suggest that organized effort may very properly and profitably address itself to an attempt to, as early as possible, amend the National Food and Drugs act so as to carry out the evident intent of its framers and make such other changes as nearly five years of experience have shown to be desirable. Whatever law we have, it should be enforced in the interest of the whole people, and while it is desirable not to disturb business conditions, at the same time it should be remembered that all such laws are made for the consumer and not for the producer, and in all cases of doubt the consumer should be given the benefit thereof and not the producer."

Among those present were:—

George S. Flanders, ex-president of the same association, and a member of the New York State Food Commission; Dr. Thomas Darlington, ex-Commissioner of Health, now secretary of the Welfare Committee of the American Iron and Steel Co.; C. P. Walbridge, ex-Mayor of St. Louis and ex-president of the National Wholesale Druggists' Association; W. C. Breed, counsel for the National Wholesale Grocers' Association; Dr. William C. Woodward, secretary of the American Public Health Association; Timothy Healy, president of the International Brotherhood of Stationary Firemen; Cal Wyatt, organizer of the American Federation of Labor, and Dr. E. Eliot Harris, member of the Committee on Legislature and Ethics of the American Medical Association.

The place for holding the annual convention of the American Specialty Manufacturers' Association has been decided. It

will be held in the Waldorf Astoria Hotel in this city, November 16th and 17th.

The officers and committees are now working on the programme. It is promised that it will be of an interesting character and will include a proper regard for the social side of the meeting.

Secretary Monagle says that the association has recently brought into its agreement a number of jobbing companies from different parts of the country who had formerly held aloof and that the work of the organization is being expanded in various ways.

Saccharin manufacturers last week sent to Washington a petition asking for a hearing on the decision which prohibits the use of the article in food products. The decision was originally to go into effect in July last, but its date for making it effective was postponed on petition of the manufacturers to January 1st next.

Now, the manufacturers wish to present arguments to the authorities for a modification of the decision so as to permit the permanent use of saccharin in beverages under whatever regulations the Food Bureau may prescribe.

Francis E. Hamilton is attorney for the manufacturers. In the brief which he has prepared he claims that in small quantities the use of saccharin is harmless, as shown by the report of the Referee Board of Consulting Scientific Experts. He sets forth that physicians have never reported any objection to the use of the product and they even prescribe it for patients who cannot use sugar.

In England it is added there are no restrictions on the use of saccharin and the restrictions in Germany were imposed in behalf of the beet sugar industry and not on any grounds of public health.

On the West Side a story is going the rounds at the expense of an energetic broker who represents a manufacturer of an egg substitute, and who some time ago got an idea that there would be big profits in introducing the egg powder in England. He supposed that the powder is an American invention and that the English people had never seen anything but real eggs in the shell.

His surprise was great when, after he had been to some expense sending samples and making investigation of the English market, he learned that similar products are sold in England more extensively than in this country. In fact, his correspondents wrote that the English could teach the Americans a few tricks in making and selling this article.

In England nearly every retail grocery store sells the powders, in tins, and there is a wide range of prices. A powder made from freshly laid eggs commands two or three times as high prices as the fancy brands.

As there is no duty on the importation of the product into England, however, the broker or any other else may compete on even terms with the domestic manufacturers if he chooses to do so.

C. M. Wessels, of the Grocery and Allied Trade Press Association, addressed the New York Mail Grocers' Association at its meeting Monday evening.

R. Vitelli & Co. were incorporated this week to deal in Italian specialties, including groceries and wines. The capital stock is \$100,000.

SUMMARIZED MARKET CONDITIONS.

Full prices are paid in the spot and cash market, but the buying continues of a hand-to-mouth character. It is apparent that in the opinion of the buyers the market has maintained at its high level by strong interests and the buyers are cautious on that account, fearing the final results of manipulation too much to make purchases beyond requirements. Old coffees are dull, with firm prices, especially for washed grades. The jobbing demand for these grades is of a routine character.

New business in sugar is light, but the refiners are pursuing a careful policy and not pushing sales at the high level of prices. The withdrawals continue steady and deliveries are still delayed at the American and Howell refineries, but the other companies appear to have caught up with the business. In the tea trade the reports indicate a steady demand for Japanese and Formosans at firm prices. The renewed effort of Western traders

to obtain a modification of the ruling as to colored teas has been the cause of some uncertainty, but it is expected that before the end of the week the authorities will take a firm attitude on this question so that there will be no further doubt. It is said that few Foochows are likely to be admitted, as the Chinese have always used some coloring material.

Improved local trade in rice is reported, but the country continues to buy only in a conservative way.

Resales of California dried prunes have been reported on the West Side. The speculative holders are said to have made a neat profit on the resales. The buying prices were about 4½ cents f. o. b. bulk basis and a quarter cent premium was paid on 40s for October shipment; the holders have been selling at anywhere from 5¾ to 7 cents f. o. b. As the packers are now offering little or nothing for early delivery there has been an excellent opportunity for the holders to take profits in this way. In peaches, the principal demand has been from the South and Southwest and there have been some resales to those parts of the country. Eastern buyers are showing little interest. Apricots are steady in prices, but inactive. There is little local demand for California raisins. There is a steady jobbing demand for currants. Figs are strong, with only moderate offerings from the other side.

Increased activity is reported in the tomato market. Local jobbers who had been holding back in the expectation of a decline have grown less positive in their views, but continue to seek concessions. Some of them have been offering 87½ cents for standard No. 3s, but find few sellers at that figure. Packers are generally asking from 90 to 92½ cents. Brokers report that other parts of the country are buying more freely than New York. No. 2s are said to be scarce and Baltimore packers refuse less than 75 cents f. o. b. The market in canned corn is easy and business light. Popular grades of peas are scarce and the high prices restrict business. State beans are strong and Southern beans are a little easier. Jersey large limas are scarce and some of the small packers are said

(Continued on page 14.)

Again In Season

Fresh Sausage, Scrapple, Liver Pudding

With the approach of cool weather of which we have already had a mild forerunner, the customary diet, particularly that adopted for breakfast, undergoes a complete change. This is not only seasonable and necessary, but desirable.

Instead of the light breakfast partaken of during the summer, the appetite one enjoys on a crisp, frosty morning demands something more substantial. To supply this desire there is nothing more efficient than

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

WITH THE EDITOR

The innocents who are led by specious mail-order schemes to believe it easy to

"Where Fools Rush In."

start a manufacturing business, will have a rude awakening in the majority of cases. Such a publication is before the writer now. A mail-order paper calling itself "The Booster Magazine" says in its last issue: "A very profitable business for those desiring to manufacture something themselves is to put up and sell flavoring extracts." Then it gives a list of formulæ for peppermint, pineapple, raspberry, sarsaparilla, strawberry, vanilla, wintergreen, almond, blackberry, cherry, chocolate, cinnamon, clove, lemon and orange extracts. All the recipes are very simple and show an airy indifference to the requirements of the food law. The recipe for strawberry extract, for instance, is as follows: Strawberry juice, 2 quarts; alcohol, 1 gallon; water, 5 quarts; aromatic sulphuric acid, 3 ounces. Add a solution of carmine if a stronger color is desirable." The writer pretends to very little knowledge of chemistry, but he offers a small wager that this formula will not come within a mile of making a merchantable strawberry extract, and that if it does the food law will forbid its sale.

After these extracts de luxe are made, here is the easy road through which they are to be sold:—

Use a small ad. in local papers calling attention to your extracts and that they are sold at all leading stores. It should also pay you to get up a nice circular and have them distributed in the towns in which your goods are for sale.

Always put up your goods in a neat package and buy everything direct from the manufacturers who sell at the lowest prices.

We have the names of leading houses where everything necessary to conduct this business can be secured at the lowest prices and will send all the names free if you are a subscriber.

It is of course beautifully easy to "use a small ad. calling attention to your extracts and that they are sold at all leading stores," after they are in the leading stores—the rub of all manufacturers is of course to get them in

there. Obviously that doesn't amount to much of a problem. All the manufacturers in the business are wearing their hair gray over it, but this cocky little mail-order paper makes them all look like rank amateurs. The way to get your goods in the leading stores is to get them in.

Several weeks ago this journal published some special correspondence from Des Moines, Ia., describing how the Mayor of the city successfully operated a plan to bringing farmers into the city market, where they sold their products at cost plus their own profit only. The plan was directed against the middlemen, and as far as it went, it succeeded, for without doubt the prices of the products handled were greatly reduced in regular trade channels because of it.

The Indianapolis Potato Sale.

In this issue another special correspondent tells how the same thing has been done in Indianapolis, Ind. The Indianapolis case is really the more notable of the two, for there the Mayor inaugurated and carried out the plan, while the Mayor of Des Moines did nothing more than give it his sanction and support.

The avowed object of the Indianapolis campaign was to defeat the local commission merchants, who were accused of very ugly practices. It was claimed that they bought their supplies from the growers considerably under the fair market price by sending out false stories that the Indianapolis market was glutted, while in fact it was scarce and high. Having depressed the buying market in this way, they took advantage of the resulting scarcity by charging exceedingly high prices. In the case of potatoes, for instance, they were able, by the false representations they made of the market, to buy of the producer at 50 cents per bushel, while they sold in wholesale lots in Indianapolis at \$1.10!

If the Indianapolis commission men are guilty of these charges,

this journal is exceedingly glad to see the Mayor get after them, and hopes that before he lets up he will have trimmed them sore. If these greedy fools could only bring themselves to realize that the people are not of a temper to stand these cheap, mean business tricks any longer, they would save themselves some bad quarters of an hour.

Dr. H. W. Wiley, chief Government chemist, would not be human if he felt no elation over the result of his skirmish with his enemies in the Agricultural Department. The President has upheld and praised him, and the Secretary of Agriculture has now removed his two enemies from the Federal Food and Drug Board and replaced them with another chemist who has long been committed to the Wiley policies.

More than this, Dr. Wiley has been held up as an object of public adulation—his picture and his biography have appeared all over the country, always as a defender of the people against all manner of schemes to deceive them and destroy their health. That all this elates the genial doctor is certain and perfectly natural.

The writer is wondering whether it will do more—in other words, whether it will increase Dr. Wiley's tendency to be autocratic in food questions, and to see the scientific and theoretical side to the exclusion of the practical. It would not be unnatural if the doctor should see in what has transpired a complete confirmation of his policies. If he does, and continues those policies, we are going to get into all sorts of difficulties in the very near future.

In Texas they are working up a plan for safeguarding credits which seems to the writer to go as far toward the extreme of undue

What Have These Things Got to Do With It?

strictness as the average condition goes to the extreme of undue

laxity. The plan is being established through a credit blank which those behind it wish to have used all over the State. Upon this blank appear some of the most impertinent and ridiculous questions which the writer has ever seen on a paper of this kind. The blank is supposed to be signed not by the applicant for credit, but by somebody reporting on him. Here are some of the questions which the applicant for credit is supposed to be asked:—

How much is he worth?

What is his annual income?

Do you hear that he or any of his family have had consumption, insanity or any hereditary disease?

Does he drink to excess? Or use cocaine; if so, how often in a month or year, and also give duration of sprees?

If not to excess, to what extent does he drink?

Has he drunk to excess in the past?

If reformed, how long since?

Has he ever taken the Keeley cure or any other cure

The person framing these queries, for all his minute care, has ignored one of the most important factors of the whole matter—how much drink will the applicant hold? This is vitally important, for by dividing the contents of the tank into so many drinks and then multiplying by the price per drink in that section, a very accurate idea of his yearly income can be obtained.

Another Co-operative Buying Plan in Indiana.

About thirty grocers of Anderson, Ind., have been asked to consider a project for the organization of the United Grocers' Association, for the purpose of pooling interests in the matter of buying at wholesale. It is not the intention to make an agreement as to retail prices.

Grapes have been very draggy, although the price in 20-pound baskets has been advanced 4 cents, ruling now at 38 instead of 34. This includes Concords and a few Niagaras. In the small baskets the average price is 10 cents.

The Porch as an Advertising Medium for Shredded Wheat

I sat on my porch the other evening with a company of six or eight people, and heard one of them describe a visit he had just made to the plant of the Shredded Wheat Co. in Niagara Falls.

He was a good talker and he told the story well. Everybody listened, asking questions and visibly impressed.

I meditated on the exceeding great value of such advertising as that to any firm. The Shredded Wheat Co. could not have bought such service for any money. Even if it had tried to, and the manufacturer had agreed to sell it, it would be as different as day is different from night, for it would then become a tale told for the money there was in it.

Neither would such an audience be forthcoming to the man with a good story to tell.

Favored indeed is the manufacturer, or the merchant, who

can make his plant a show place, where people go as to other show places, to see, and to bear away with them impressions to give to other people. Very probably the man who entertained this little group with the story of how Shredded Wheat biscuit was made had similarly entertained other little groups—he told the tale as one who had told it before—and each individual who listened got, in greater or smaller degree, the impression which a printed advertisement *seeks* to give, but never can give in anything like the way of an *unmercenary* spoken word.

Can the merchant who has no manufacturing plant ever accomplish the same result? Of course the larger ones can—John Wanamaker does, and Tiffany in New York, and a score of others. But can the small merchant? Yes, in a way he can. Naturally, he

cannot make his store much of a show place, but he can produce a measure of the same favorable impression which a tour of the Shredded Wheat plant produces. What is the secret of that favorable impression? Is it admiration for the complete manufacturing methods which are shown to tourists? Unquestionably, in large part. But I believe the warmest real glow comes from the fact that the tourists are *given* something. The story teller on my porch described with greatunction the lunch that the Shredded Wheat Co. served.

It is perfectly amazing—the effect of a trifling gift on the average mind. Hand a woman with a \$10,000 income a book worth 12 cents, or even something much more trifling, and she will clasp it to her bosom and cherish it most tenderly until she gets home. Why? Because it cost her nothing.

That is why crowds press in front of demonstration booths and throng food shows. Of course there is a grain of interest in the products exploited, but the ruling

passion is that there is something free there.

All this is true less of the Shredded Wheat show than with many others, because they really do show something worth seeing. Their manufacturing processes are quite unlike anything to be seen anywhere else, and very likely the people would go there whether they were given anything or not. But the point I make is that the little gift strengthened and sweetened the appeal. It will do even more than that—it will create an appeal of its own.

E. J. B.

To Sell Spring Chickens.

Indiana, Pa., Oct. 1, 1911.

To the Editor.

Dear Sir:—Please inform me of some good retailers to buy spring chickens. Ones of good credit. I am a subscriber of your journal.

Thanking you in advance, I am,

Yours respectfully,

T. M. BEATTY,

We advise corresponding with the Frederick Haag Co. and the Homestead Squab and Poultry Co., both Reading Terminal Market, Philadelphia, Pa.

Ever Notice ?

That you seldom see soiled packages on Grocers' shelves of either Postum, Grape-Nuts or Post Toasties—the great cereal sellers.

“There's a Reason”

Postum, Grape-Nuts and Post Toasties don't roost on the shelves.

They have the merit claimed for them, and heavy continuous advertising of that merit keeps them moving.

If any grocer, wholesale or retail, gets a bit too much stock, the Postum Co. always stands ready to move it at once and send check to cover.

But that don't happen very often nowadays.

Better keep well stocked. There's no risk. The sale of every package is guaranteed.

Postum, Grape-Nuts and Post Toasties are as staple as sugar and flour, and the profit much more pleasing.

Postum Cereal Co., Battle Creek, Mich.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Manufacturers of Counter Show Cases.

Plumsteadville, Pa.,
October 3, 1911.

To the Editor.

Dear Sir:—I want the name of a manufacturer of show cases to place on top my counter which I have in my store now. Can you give me address of such manufacturer? Thanking you for the inconvenience I give you in this matter, and oblige,

Yours respectfully,
H. H. Yost.

You can get these counter show cases from H. F. Heacock, 51 North Second street, Philadelphia.

The Franklin Price Co.

Fort Edward, N. Y.,
October 4, 1911.

To the Editor.

Dear Sir:—Can you give me any information regarding the Franklin Price Co., Iowa City, Iowa? Are they reliable people and are the goods they put out all right? Thanking you for any information you may be able to give me.

Yours truly,
B. L.

The writer has never heard of this house. They are well rated—\$200,000 to \$250,000, first grade credit. They appear to be manufacturers and wholesale perfumers.

To Buy Sugar at Quotations.

Lykens, Pa., Sept. 28, 1911.
To the Editor.

Dear Sir:—Please advise us where we may buy sugar at the prices you quote in the weekly price-list. We find the jobbers considerably higher on sugar, although we have no trouble buying the other goods you quote through our jobbers at the same or a lower price than quoted from week to week in your journal.

Yours very truly,
R. COBLE & SONS.

The writer suspects that this correspondent has been buying sugar at New York quotations, which have been as much as 1/2 cent above Philadelphia's, though

they are now on a par. This journal has continually quoted the regular list prices for all grades of sugar in this market, but no sugar quotation represents the market. All jobbers use sugar as a football, and they get what they can. It never pays a fair jobbing profit, except at some such time as this, and often is sold below actual cost.

Of course this correspondent remembers that the Philadelphia quotations only represent spot prices; to them must be added freight to his town.

From an Advertiser as to "Goods Advertised to Your Customers."

Orange, Mass., Oct. 3, 1911.
To the Editor.

Dear Sir:—The writer chanced to pick up the other night a copy of your journal for September 4th and was interested in the compilation contained therein under the heading "Goods That Are Being Advertised to Your Customers." Don't think that this is a "kick," but we do intend this letter to be a suggestion to you if you should ever publish such a list as this again. In the note preceding the list of publications and advertised articles we note that there is no mention made as to whether these lists were made from individual issues of the various publications or from a complete file for a year or so. We of course understand that this must have been made from single issues, since the list contains two magazines in which we have advertised during this year and under which we see we are not mentioned. These magazines are "Collier's" and "The Ladies' Home Journal." We think to give a fair deal to all advertisers that mention should have been made that these lists were made from certain copies and that possibly in these particular issues some advertisers did not happen to have any copy.

Referring to one other thing, we would like to say that during the past few years we have tried out some of the other publications included in your list, or at least magazines in the same class, and have not found them anywhere

nearly as satisfactory for advertising a grocery product, such as ours, as other magazines which you have omitted entirely from your list. Three magazines which by actual test have paid us the very best are the "Woman's Home Companion," "Good Housekeeping" and "The Youth's Companion," and in all of these magazines we have been carrying out a regular advertising schedule throughout the entire past year. When you make such a statement as you do in the last sentence of your heading, that this list of magazines includes all the leading ones and that goods not advertised in some of them are hardly advertised at all, we think it would be a rather "pious" idea to make your list a little more comprehensive and include all of the high-grade standard magazines. We have this year spent a good many thousand dollars in general magazine advertising and from the compilation you published it does not look as though we had been doing very much. We are not complaining so much on our own account, as we do not care a great deal for this anyway, but it seems to us that in order to be fair to everyone it would not be a bad idea to carry out some of the suggestions we have made in this letter.

We trust that you will receive this letter in the spirit in which it is written, and remain,

Very truly yours,
MINUTE TAPIOCA CO.,
E. E. Gridley.

This correspondent has fallen into a little misunderstanding as to the scope and plan of the department which this journal publishes once each month—a list of the food and grocery products which are being advertised to consumers in the leading periodicals.

In order to show that the list published is from the *current numbers* of the periodicals, and is not a compilation from a whole year's file, the word "October" appeared at the head of the list in the issue of October 2d, and the same plan will be followed in future issues. The correspondent refers to a similar list in the issue of September 4th, at the head of which the word "September" did not appear, but it was stated editorially on the very next page that the list was of "products which are being advertised to consumers in the *September issues* of the leading monthly and weekly magazines." Obviously a list of food advertisers from a whole year's file of a given periodical would not serve the purpose, which is to keep

grocers posted on what advertising is being *presently* done to their customers.

The correspondent is right when he says that such a list is incomplete unless it includes all the leading periodicals. It is our aim to have ours do that. The reason "Good Housekeeping" and the "Woman's Home Companion" did not appear in the list of September 4th is that neither reached this office in time to be digested for that issue. In fact the October "Good Housekeeping" didn't reach us in time for the October 2d list, though the "Woman's Home Companion" did, and appears there. The "Youth's Companion" is a little outside the general line; we must draw the line somewhere on account of space limitations.

The new department is attracting considerable attention, and is going to be a good thing for everybody. It involves a great deal of work and watching, however, and may not run quite smoothly for a month or two yet.

Buying Sugar in the Philadelphia Market.

Darbyville, Va., Sept. 28, 1911.
To the Editor.

Dear Sir:—I have been a subscriber and reader of your journal for about two years and wish to ask you for information in regard to the sugar and coffee markets, as to whether or not I can buy these articles in Philadelphia at a better price delivered to my station than I can from our jobbers here. They ask me to-day for 2-pound granulated sugar 7.70 cents; the cheapest package coffee 19.50. If you think I may buy cheaper on your market, please give me the addresses of some responsible jobbers or brokers I can buy from, and what would be freight rate to my station, St. Charles, Va. Thanking you for this information, I am,

Yours truly,
JOHN W. SELLS,
Store Manager.

This journal will do everything in its power to attract trade to Philadelphia, but it has no argument here. This correspondent is buying sugar of his local jobbers at practically the same price it would cost him in Philadelphia. The list price for 2-pound granulated sugar in Philadelphia is 6.95 cents, with a freight of about 75 cents per 100 to Virginia points. That means 7.70 cents delivered—the precise price he is paying now.

LAST deal on VAN CAMP'S MILK for the year. The cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided, so you will appreciate the importance of the proposition which follows: We are going to give grocers one more chance to lay in a winter supply of VAN CAMP'S MILK. This will positively be our last big deal of the season. Order now. Get your VAN CAMP'S MILK delivered and billed in October, and on every jobber's bill dated in October and sent to us we will return the bill with the following cash rebate remittances:

\$1.00	cash rebate on each	5 cases
2.25	cash rebate on each	10 cases
6.25	cash rebate on each	25 cases
13.75	cash rebate on each	50 cases
30.00	cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesmen, or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once. Don't lose this opportunity to make money.

The Van Camp Packing Company
INDIANAPOLIS, IND.

The condition is the same with coffee.

Important Phase of the New Florida Food Law.

Jacksonville, Fla., Oct. 2, 1911.
To the Editor.

Dear Sir:—We are inclosing to you circular No. 3, which is the new rules and regulations for the enforcement of the Pure Food and Drugs Law of this State.

There seems to be a great deal of confusion in regard to that portion of the law which reads "This extension will cover goods actually on hand and contracted for prior to August 3, 1911."

A great many manufacturers and distributors have an idea that this extension means that they will be able to deliver to the wholesale and retail trade of this State until August 1, 1912, goods that do not bear the net weight or measure upon the principal label or sticker attached thereto.

This is in error, for all goods that were not actually on hand or contracted for prior to August 3, 1911, which come into this State, must have shown on the principal label or sticker attached thereto the actual net weight, measure or volume of the original package.

We believe that if this is explained to the trade through the columns of your magazine it will be of value to the manufacturers and distributors who solicit business in this State.

We have followed up this law very closely and have had a representative at each conference with the Commissioner at the State Capitol at Tallahassee, and it is very necessary that these instructions be followed out by the manufacturers and distributors at the very earliest possible moment.

If there is any further information that you desire, we will be more than pleased to furnish same to you, if we possibly can.

Yours very truly,

BAKER & HOLMES CO.,
H. C. Van Horn.

A summary of the circular of instructions appears in another column of this issue.

This correspondent is right when he says that the provision "this extension will cover goods actually on hand and contracted for prior to August 3, 1911," means only what it says. Goods ordered up to August 3, 1911, but undelivered, do not need to have the label changed to show net weight or measure until August 3, 1912, but there is a restriction as to how many goods can be ordered prior to August 3, 1911. That restriction is that they must be ordered "for fall delivery." Without this restriction a retailer could have ordered two years' supply prior to

August 3, 1911. The impression that goods not labeled with the net weight or measure can continue to go into the State up to August 3, 1912, provided simply that they were ordered before

August 3, 1911, is in the writer's judgment an error. Obviously the exemption ends—so far as the delivery of goods to the retailer is concerned—with the close of the fall delivery season.

London Consumers Excited Over Great Rise in Nineteen Staple Food Products

Potatoes Alone, Out of List of Nineteen, Are Lower Than Fifteen Years Ago. Comparison by Percentages Shows Tall Climbing. Current Grocery Prices as Bearing on the Impression That Living Is Cheap There. Grocery Clerks Get Five Dollars Weekly. Florida Tomatoes in England.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C., Oct. 4, 1911.

The London, Eng., papers, it appears, are devoting considerable space to the very large increase in the cost of staple food products in the last fifteen years. Out of the nineteen principal staple food products, only one—potatoes—is lower than fifteen years ago. Following is a table which shows the percentage of increases in the nineteen articles referred to since 1896:—

Articles.	1896	1900	1910
Bread	93	100	114.8
Flour	88.2	100	120.6
Beef	92.2	100	113.5
Mutton	89.7	100	104.4
Pork	94	100	105.2
Bacon	78.1	100	138.9
Butter	95.1	100	106.4
Eggs	91.2	100	112
Cheese	80.6	100	100
Tea	90	100	100
Cocoa	93.3	100	100
Sugar	100	100	124.3
Jam, treacle, marmalade.	100	100	109.4
Currants	88.3	100	126.4
Raisins	77.8	100	105.6
Rice	92.9	100	93.5
Tapioca	80	100	105.8
Oatmeal	100	100	113.9
Potatoes	88.5	100	80.1

Thus it appears that bread was 11.8 per cent. higher in 1910 than in 1896, and so on. Potatoes were 8.4 per cent. lower.

Had the above comparison been made between 1896 and the early fall of 1911, the contrast would be still more striking because of the marked increases in prices in the last two or three weeks in consequence of the labor disturbances and strikes in various parts of the United Kingdom. This, however, was a temporary and abnormal increase, and could not be fairly used for the purposes of comparison. Bacon, for example, was 4 to 6 cents higher per pound in the last week of

August than at the beginning of the month. There was also an increase of 6 cents per pound for best butter, 1 cent per pound for sugar, 8 cents for a dozen eggs, and 2 to 4 cents per pound for beef and mutton.

I have received some interesting data regarding the cost of living in Greece. There is a prevalent notion that the cost of living in Southern Europe is much lower than in the United States, which is in part true when not compared with the wages of labor. The latter are very low. Clerks in grocery stores, for instance, receive up to \$5 per week, and clerks in offices only up to \$10 per week.

Here is a list of current grocery prices ruling in Greece:—

Articles.	Price.
Breadper pound	.04
Flour04
Beef17-.20
Veal17-.20
Lamb17-.20
Ham60
Fish, fresh18-.20
Codfish, salt08
Cheese, Greek ..	.12-.18
Butter, Greek ..	.35-.40
Butter, imported.	.60
Milk06
Chickenseach	.30-.40
Hens40-.60
Ducks40-.50
Eggsper dozen	.18-.30
Coffeeper pound	.30
Sugar12
Rice06-.08
Potatoes02-.03
Salt02
Garden vegetables in season02
Fruits, domestic, in season03-.06

All canned vegetables, fruits and meats, as well as canned milk and preserved fruits, are imported, and are out of reach of the common people, being subject to an enormous import duty. Canned milk, for example, costs 25 cents

per can; the same milk retails in New York for 15 cents.

Some of the American Consular agents are endeavoring to work up a trade for Florida tomatoes in England. The manager of a leading London retail grocery sampled a "Stone" variety tomato a week or so ago and pronounced it superior in every way to the Canary tomatoes he handles. He added that if this tomato could be grown in a size to suit the English market and could compete with the Canary fruit in price, it would undoubtedly find a sale; in fact he stated that he would give it the preference for his own trade, which is the best in the city. Imported tomatoes bring from 12 to 20 cents per pound in England. HOLT.

THE NEW YORK LETTER

(Continued from page 9.)

to be making short deliveries on contracts. Some of the brokers say that they have buyers willing to pay as much as \$1.10 for these beans. Spot pumpkins are in demand and deliveries on contracts are being urged.

There is not much activity in canned fruits, as the jobbers covered their early requirements by contracts on which deliveries are now being made.

Flour is stubbornly held at quotations by the millers. Buyers' wants are fairly well supplied for a month or so ahead, but the mills are firm in their position. The spring wheat patents are quoted from \$5.40 to \$5.85, according to brands, terms of shipments, etc.

The butter market is generally quiet, with fair supplies and a confident feeling on the part of holders. Fresh creamery specials are firm at 30 cents and a fraction more is paid for high scoring butter. Extras rule at 29 cents. Firsts range from 26 to 27 cents; seconds from 24 to 25 cents. The demand is cleaning up the lower grades to some extent. Storage creamery is quite strong and fancy marks bring as much as 29 cents.

The egg market continues irregular, with plentiful supplies of the medium and lower grades. The bulk of the business in Western fresh eggs is done at 23 to 26 cents for lots of fair quality. The lower grades are urgently offered.

FRED. A. MCGILL.



WHEAT has been the "staff of life" of the human race for over 4000 years, and the **Shredded Wheat Biscuit** is the most palatable and most digestible form in which it has ever been presented. It should be on the table of every family in America, and our extensive advertising, sampling and distribution, have introduced it into almost every home in this country. **PUSH ITS SALE**, secure the trade we create for you. Besides pleasing your customers you will be well repaid for your efforts by the splendid profit you make on it.

The only breakfast food made in biscuit form.

The Shredded Wheat Co.
Niagara Falls, N. Y.

How Do You Get Around These Three Reasons?



Why should you sell **Garantee Starch** when Trust starch is so much more advertised?

First, because we are an independent company. Everything being even, you ought always to prefer an independent company to a trust.

Second, because our **Garantee Starch** is better than Trust starch. It is better than any other starch, because it goes through an extra process, which makes it work smoother and prevents it from sticking to the iron.

Third, because it pays you a better profit than Trust starch.

This straightforward proposition has gotten trial and repeat orders from hundreds of grocers—will you join us?

AMERICAN STARCH CO., LITITZ, PA.
HENRY PARR, Sales Manager

"It's in town, Mr. Grocerman"

Make Sure of Getting Your Share of the Big Sale of

AUNT JEMIMA Pancake Flour

Fresh 1911 Supply Ready at Your Jobbers



The quality of **Aunt Jemima's Pancake Flour** together with our extensive and unique advertising makes it the best selling pancake flour. The sooner you get your supply on hand and trim your window with the Aunt Jemima Window Trim, the more sales you will have this season. Write us and we'll send you the Window Trim and a quantity of Face Masks to give your customers' children.

DAVIS MILLING COMPANY
ST. JOSEPH, MO.

Manufacturers of the celebrated Aunt Jemima Special Cake and Pastry Flour and Aunt Jemima Buckwheat Flour



CXXIII.—Suits and Claims Against Express Companies.

The subject of this article is the law as to claims upon express companies; when the company is liable under its ordinary contract; and how it can practically always be made liable.

An express company under the law is a common carrier in the same class with a railroad, and unless it removes its common law liability in some way by a special contract between itself and the shipper, it is absolutely liable for the full value of goods entrusted to it, if lost or injured. There are only two exceptions—accidents caused by act of God, such as an unforeseen earthquake, or the acts of a public enemy. By special contracts which it forces on shippers, however, the express company reduces its common law liability very materially.

A common ruse is to give the shipper a receipt which recites that the company will not be liable for loss of the package beyond \$50, unless the true value is stated to it at the time of shipment. Naturally the shipper fails to read the fine print of the receipt, ignoring the fact that if he accepts it, it becomes a binding contract. Therefore he does not give the true value to the express company, and if the package is lost the company will refuse to pay more than the \$50, no matter what the value is. In some States these contracts are upheld, in others they are not.

Another ruse is to ask the shipper the value of the package before shipping. The average shipper, thinking that the lower the value the lower the rate—which is the fact—very often names a value far below the actual one. If he does this, and the goods are lost or injured, he has neatly prevented himself from collecting their actual value. It is a long established rule that if a shipper

fraudulently conceals the nature or value of his goods, the express company is only liable for the apparent value; that is, the value which he has given.

The express company itself fosters this condition by charging a greater rate when the goods shipped have a high value.

In some cases the person actually shipping the goods is not the owner and knows nothing of the contents. In such a case recently in Pennsylvania, the express company asked the value and was told that the shipper didn't know. The clerk then arbitrarily put a low value upon it—\$50, if I remember rightly. The package was lost, and the owner sued for its full value. The express company defended on the ground that the real value had not been disclosed. The court held that as there had been no wilful concealment, the company was liable for the full value, but the shipper must pay the company the difference between the low rate which the \$50 value warranted, and the rate the package would have paid had its value been known. This he of course very readily did.

The courts have nearly all held that it is the duty of the express company to ask the value of the goods, and that if it does not do it, it is not obligatory for the shipper to tell.

What I have said above merely applies to what amount the shipper can recover if he can recover anything. Before he can recover anything, however, he must get by the special contract which the express company will always endeavor to foist upon him. This contract consists of the printed receipt which the shipper receives when he ships goods. The courts have held that if he accepts this—and of course he must accept it,

or take back his package—he is bound by it though he is actually ignorant of the contents.

In this special contract the express company makes an effort to relieve itself from everything it possibly can. Naturally it cannot destroy its liability entirely—it must pay something if the package is lost or injured—but the object of the contract is to make the sum as small as possible. Although it is in violation of law, the special contracts of the express company always contain a provision that they shall be exempt even from the consequences of their own negligence. In one or two States express companies are permitted to exempt themselves from loss or injury due to their own negligence, but in most jurisdictions such a contract is invariably thrown out of the court as against public policy. The helplessness of the shipper is taken into consideration, and the express company is held down in every way possible under the law.

New York is one of the very few States where an express company can contract against its own negligence. Illinois and Wisconsin are about the only others, but in the last two the contract will not stand if the negligence is gross.

In bringing an action against an express company, all that the shipper needs to do, in order to put the company on the defensive, is to prove that the goods were shipped in good condition, and have been delivered either in bad condition or not at all. The company then tries to show that the cause of the loss or injury is within the list of things for which it is not responsible. Such as the act of God, or the public enemy, or the causes named in its special contract. The shipper then has

another chance—he may show if he can, that the cause either was not within the exempt causes, or if it was, that the company could have avoided it by the use of care. As soon as the shipper shows the shipment of the goods in good condition, the burden is on the express company to give an excuse that will hold water.

One legal excuse is that the goods were packed so badly by the shipper that they went wrong themselves.

An express company is always liable if it delivers to the wrong person, unless the shipper has in some way been negligent himself.

For instance, in an Ohio city there were two merchants of very similar names. One was financially responsible, the other was not. The responsible one ordered his jobber to ship him certain goods by express, but the express company delivered them to the irresponsible man, who accepted the gifts that the gods provided, and took them in.

The responsible merchant was first compelled here to pay the jobber for the goods, since they were bought f o. b. He then sued the express company for their value and won, because the goods were plainly directed to him, and the express company was not able to give a satisfactory reason why it had delivered to the other man.

Where a shipper has proven his case against an express company, the measure of his damages is the market value of his goods at the place of their destination. He cannot collect lost profits as a rule. For instance, a retail dealer ordered a quantity of goods to be sent by express. They were to fill a large and extremely lucrative hurry order. The express company sent them to the wrong address, consequently they did not arrive in time, and the order was lost. The retailer sued the express company to recover the profits that its negligence had cost him, but the court refused to give them to him, on the ground that the company was not liable in such a case unless it had been told that the goods were intended for the particular purpose. This is an extremely valuable point to keep in mind—that no lost profits can be collected from an express company in such a case unless the

company is told in advance that they are intended for a particular purpose, and that profits will be lost if they are not delivered on time.

Now, how can an express company be held liable for the full value of goods lost or injured? By the very simple plan of careful packing, and then *invariably* stating the correct value and paying the somewhat higher rate usually demanded. Of course this will not make the company responsible where it would not have been responsible anyway, but it will allow the shipper to recover everything, if he can recover anything.

(Copyright, October, 1911, by Elton J. Buckley.)

Philadelphia, Pa., Sept. 29, 1911.
The Legal Editor.

Dear Sir:—On the 23d of August, 1911, we attempted to show to Mr. A. S. Reidenbach, of 300 Howard avenue, Lancaster, Pa., that it was the purpose of this company to treat him absolutely right in connection with the contract which he purchased from one of our agents.

The gentleman became unduly excited and insisted that we refund to him all money that he had paid, claiming that our agent did not treat him fairly.

It appears that Mr. Reidenbach was somewhat skeptical of our attitude and he forwarded his policy and our correspondence with him to you for the purpose of getting your opinion of his rights in connection with the contract which we issued to him.

Your answer which was published in your paper some time after August 23d sets forth the conditions so clearly and so fairly that we feel like extending the glad hand of congratulation to you for the manner in which you have rendered your judgment in connection with the contract which we issued to Mr. Reidenbach. It had the effect of convincing this gentleman and he went to the trouble to send us the complete clipping from your paper.

He now assures us that he is delighted to be a policyholder of ours.

On behalf of the company I wish to thank you for the manner in which you analyzed the proposition for the benefit of Mr. Reidenbach. Yours truly,

E. W. COOK,

General Manager of Agents,
Commonwealth Casualty Co.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed

to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Written for the "Grocery World and General Merchant."

Ordinary Retailer Must Be Put Where He Can Compete With Anybody.

National Secretary Green Says Trade Relations Committee Will Discuss How Retailer Can Buy Goods Low Enough to Compete With Mail Order Houses.

One of the questions most prominent to-day is: "Whose fault is it that the mail-order houses are making such inroads into the retail business of the United States?"

Some have laid it at the door of the retailer, have given as their reason that he does not advertise enough or that his advertising does not have the convincing argument in it that the mail-order houses advertising does; that his store arrangement is not as up-to-date and his stock not what it should be to attract the trade. Others have argued that this condition no longer exists, that the merchant of to-day does keep attractive stock, does advertise intelligently and convincingly, and yet he is not able to hold his own against the inroads of the mail-order houses.

The great question, and the only question that will count in this matter, is, "Can he meet the price?"

Nearly all of the retailers buy their goods through the jobber who carries a well assorted, up-to-date stock for the retailer to draw from, but if the retailer cannot get his source of supply either from manufacturer or jobber at a price low enough to permit him to meet the price quoted by his competitor then the fault lies not with him but with his source or supply.

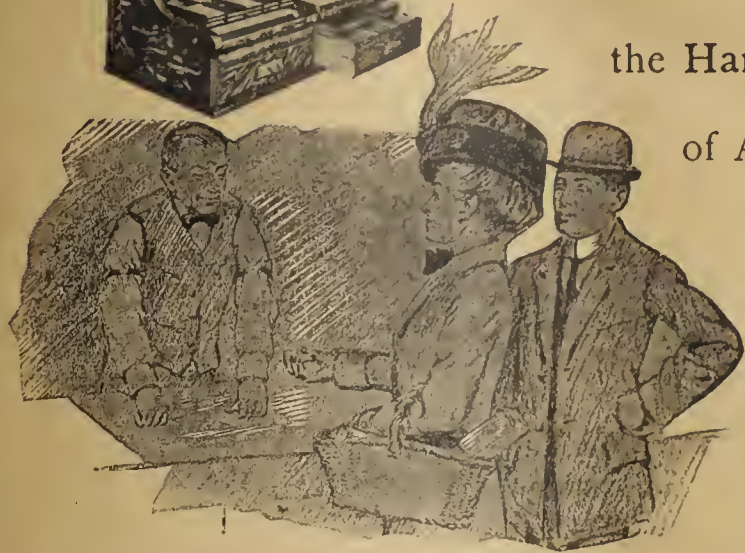
It has been said that the retailer is not a good buyer, but this assertion will no longer hold. It has been demonstrated that he is a good buyer, but there is a limit to the figure at which he can buy

With Only One Writing The McCASKEY SYSTEM The End of Drudgery



Simplifies

the Handling
of Accounts



☞ You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

☞ More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies bookkeeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

☞ The McCaskey System keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

☞ For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

☞ We'd like to send you some letters from people you know, about The McCaskey System. There is also an entertaining book "Bookkeeping Without Books," that will be sent for the asking.

The McCaskey Register Co.

ALLIANCE, OHIO.

Branches: Boston, New York, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

Canada—Dominion Register Co., Ltd., Toronto.

England—Dominion Register Co., Ltd., Manchester.

Australia—New Zealand.

THE LARGEST MANUFACTURERS OF CARBON
COATED SALESBOOKS IN THE WORLD.

for cash and where love and sentiment will carry him no further and in many cases where he has reached this limit he is informed that he can no longer get this price and that here friendship or cash must cease to enter further into the price of the commodity which he seeks to obtain.

The time has come when to hold his own he must be able to secure his supplies on the same basis and at the same price as that of his competitor.

The question arises, "Can he do it?"

The Trade Relations Committee of the National Association will discuss this question at its meeting in Chicago, October 18th.

JOHN A. GREEN,

Secretary National Retail Grocers' Association.

Cleveland, Ohio, Oct. 5, 1911.

Denver (Col.) Consumers Asked to Form Co-operative Buying Co.

The latest co-operative buying organization of consumers is being organized in Denver, Col., under the name of the "Denver Consumers' Association." It has issued the following circular:—

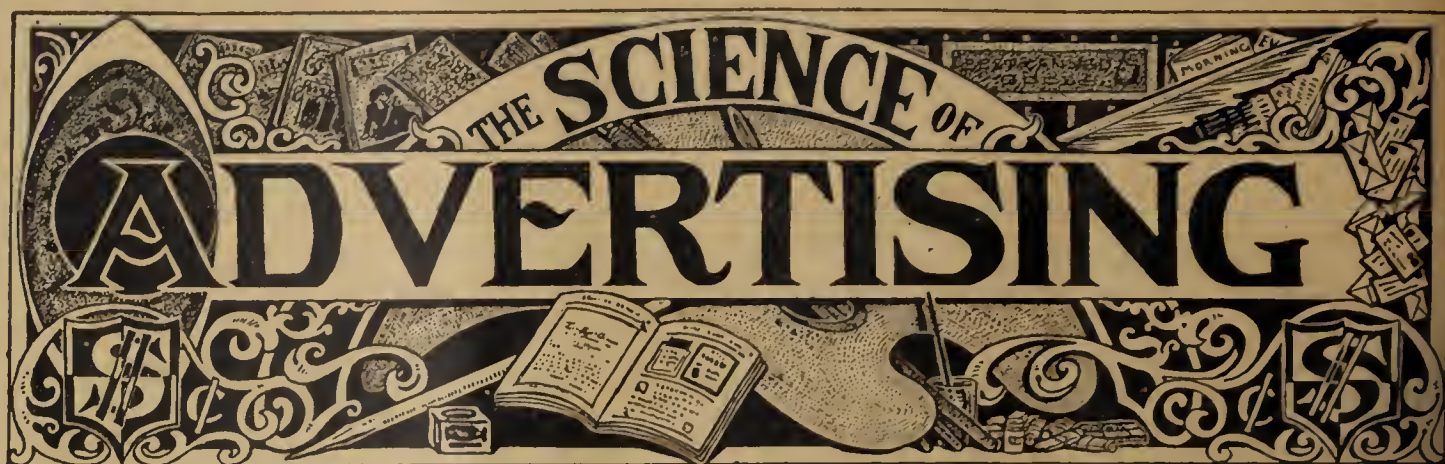
Do you want to buy your goods of all kinds at spot cash and thus cut out the present high prices?

This association means that you will buy all goods of every description used on the farm or in the house for every member of the family at actual factory cost plus the lowest possible handling charges.

C. E. Hollingsworth, of Denver, originator and general organizer; G. F. Stevens, of Denver, State organizer, and A. P. Malm, organizer, are engaged in organizing a retail institution here on entirely new lines.

These stores are being established in towns all over the State and the plan is a co-operative one. By buying their goods together these stores are enabled to secure greater discounts, thereby buying cheaper than the common merchant. Then each stockholder gets his share of the profits each time he makes a purchase at this store. There are no high-salaried managers, but the men in charge will work on a percentage basis, and must sell the goods before they can draw their pay. The stockholders will have complete control of the business. Not more than two shares of stock will be sold to any one patron, and each share carries with it a vote in the transaction of business, so you see no one or combination of persons can monopolize the stock. In perfecting this cost plan, the postal system has been taken as a model and the manager is placed in such a position that in order to increase his earnings he must strive to lower the retail prices constantly.

The concern is capitalized at \$100,000, divided into 2,000 shares. Stock is being sold to consumers on the installment plan,



Arendtsville, Pa., Sept. 26, 1911.
Editor Science of Advertising.

Dear Sir:—We are just thinking or planning a scheme and would like to have your opinion whether or not it will pay us to do it.

We would like to get up a store paper, say once a month, and mail it out to all of our trade and the other fellow's trade, and write to manufacturing companies and have each send us a small advertisement to talk to our trade and charge each company something for use of advertisement in paper according to size. Cereal people, rolled oats, baking powder, etc., and the like. What do you think it would cost us? Say about 9 x 12 and made similar to a pamphlet of three or four double pages. Do you really think the advertisements would pay to get this up? Do you know of a company who does this kind of work at a reasonable price? If it costs too much we will let the matter go, but we believe firms would be glad to advertise in it. We will reach possibly 1,000 homes. What would you charge if you were us for to advertise in the paper? Give us all the points you can about it and greatly oblige us.

Yours truly,

H. W. TROSTEL & SON,

I believe in store papers, provided they are issued under proper conditions. My experience and observation are that in a large city a store paper doesn't pay the ordinary neighborhood grocer very well. The larger and more central grocer can often use it to advantage, but the small grocer, to get the most out of a store paper, must live in my judgment in a country town or rural district. People there have more time to read such things, they aren't so crowded with advertising matter, and a bright little store paper is therefore probably the best possible medium to get advertising right in the hands of the people you want to reach without any waste.

In looking up Arendtsville I find it to be in Adams County, and to have about 400 population. In my judgment this is exactly the conditions under which a store paper can be depended on to bring the best results. I certainly advise Messrs. Trostel &

Son to try it on. They ought to remember, however, that a store paper is different from a circular. The right sort of a store paper is a real newspaper of the store—an interesting compendium of the most entertaining offerings and incidents which the store affords. The arrival of new goods, or where the store's own brand of sausage comes from—all such things can be worked up into really good reading for a store paper. I shouldn't put any foreign matter, such as jokes and recipes, in a store paper of this size, for the store itself will afford much more pointed and interesting material if a little effort is used to dig it up.

Now as to the plan to obtain advertising from manufacturers, which this correspondent speaks of. I am afraid he will have difficulty in getting this business, but I have no doubt that if he keeps at it persistently enough he will in time fill all his available space. Manufacturers of proprietary articles get so many requests to take on such advertising that they obviously can't discriminate, and therefore many turn them all down. In this case, however, the cost would be a trifle, and the medium, reaching 1,000 people, really ought to amount to something, so that probably in time the advertising space could be sold.

The way to calculate what the advertising space should cost is to find the cost of printing and circulating, then decide how much of the space you are willing to give to outside advertising, and apportion the whole cost to that, figuring out the cost per inch. From that it will be easy to calculate the price of the space. There are two ways to do it—you can add a percentage of profit to the cost and make your adver-

tisers pay it, or you can charge them exact cost, figuring that your profit is the fact that you are getting your advertising for nothing. Any manufacturer, however, who would take the advertising at all would take it with 10 or 20 per cent. added for cost, so that the plan is just as likely to succeed at a profit as it is at cost.

The printing I should have done at home, or as near home as possible. You will find it much more satisfactory in the end. You are not only carrying out the home trade principle, but you will be saving yourself an immense amount of inconvenience, and probably some money. I cannot even guess at what the cost will be. Prices for printing differ so, and always depend somewhat on how much of the space is advertising and how much reading matter, and of course upon the quality of the paper. My advice is to prepare a dummy and get estimates from two or three of the best printers in your neighborhood.

Please let me have more matter for discussion and criticism in this department.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Chestnuts have slumped and are now quoted at \$3 per bushel. There is a big crop, especially South, and the supply is large. They opened the season at \$7 to \$7.50.

\$18.00

— Worth —

For \$14.25

You can buy

"ARDEN BLEND" TEA

from us now, 100 lbs., in new lined barrels, for \$14.25

This Tea is worth at least \$18, and our price can't last long; neither can the Tea at our price. A skillful blending of Foochow, Oolong, Congou and Green. Terms: Net Cash, Ten Days.

The present condition of the Tea market makes this a big bargain.

Thomas Martindale & Co.

Tea Importers and Dealers
Philadelphia, Pa.

"Ask the Man Who Uses Walker Bins"



**Maximum
Display in
Minimum
Space**

Walker Bins always look full because of the display pocket in front, and make an attractive selling-display of tea and coffee, rice, spices, seeds, in short, **all kinds of** dry and farinaceous groceries, small package goods, crackers, broken candy, etc. They have **greater capacity** per floor space required than other bins because of our patented pivot construction shown in our catalogue. 4,676 stores completed in the United States and 1,609 in Canada makes a total of over 6,200 reasons why you ought to send for our catalogue.

WALKER BIN COMPANY

121 Lake Street, Penn Yan, N. Y.

24 SOUTH 7th STREET, PHILADELPHIA

SPECIAL FREE DEAL. PROFIT \$3.10

or 64% on an Investment of \$4.85.

We are offering to the retail trade this Fall, subject to withdrawal without notice, the following FREE DEAL of

LIEBIG'S



U. S. Serial No. 2034.

Special Advertising Case No. 1

containing	COST PRICE	SELLING PRICE	PROFIT
2 doz. 25c. tins @ \$2.00 - -	\$4.00	\$6.00	\$2.00
1 " 10c. " @ .85 - -	.85	1.20	.35
3—25c. tins free00	.75	.75
	\$4.85	\$7.95	\$3.10

or 39% on selling price or nearly 64% on cost price.

We Create the Demand

1. By advertising in periodicals reaching twenty million readers every month.
2. By window display material packed in Special Case No. 1 as follows:
Six large and attractive dummy cubes.
A number of attractive hangers or show cards.
A number of attractive window strips.
A supply of booklets giving recipes for the use of OXO BOUILLON CUBES.

For full particulars regarding Special Case, address Dep't. 5

CORNEILLE DAVID & CO.,

Selling Agents

9 North Moore Street, New York,

Women are

being converted to the
"Fels-Naptha way" of
washing every day in the
year. ¶ Won't you do
your part by displaying
Fels-Naptha soap and by giv-
ing it the help of
your salesman-
ship?



THE GROCERY MARKETS

Tea.

The tea market has been in fairly active condition during the week. All grades of desirable tea are wanted, but only, it seems, for actual wants. No change in prices has occurred, with the exception of low grade blacks, which are possibly $\frac{1}{2}$ cent higher. The reason seems to be the extra demand from the cheap package tea people. The exclusion of artificially colored green has driven them to black, and the extra ensuing demand has hardened the price.

Coffee.

Coffee has advanced again during the past week, and all grades of Rio and Santos are $\frac{1}{8}$ to $\frac{1}{4}$ cent higher. Milds also show an advance, probably as much as $\frac{1}{2}$ cent per pound. As recently reported, milds are now endeavoring to catch up with Brazils, they having had nowhere near the advance that Brazils have had. Java and Mocha are unchanged but steady to firm.

Sugar.

Sugar is unchanged for the week. All refiners are now on the basis of 6.75 cents for granulated, and will probably stay there until the market declines. Raws are unchanged, but the supply is no larger than it has been. Home-made beet sugar is being offered at Western points at a decided fraction under Eastern refiners' prices, and it may be that the latter will wish to get into this competition. If they do, sugar prices will surely decline. If they do not, the chance is that there may be no decline during October. The demand for refined sugar is quiet.

Syrup and Molasses.

Glucose shows no change for the week, but is strong. Compound syrup is unchanged and in fair demand. Sugar syrup is dull and unchanged. Molasses quiet and dull. All sweets will improve in demand as soon as the weather gets a little cooler.

Fish.

Mackerel is decidedly stronger and higher. Holders of Norways have not been offering fish for several days, but during the week

they offered some at about \$2 per barrel above previous quotations. Advices from Norway tell of about half a catch. Irish mackerel are likewise higher. Some holders have advanced about 75 cents per barrel, while many have withdrawn from the market. There are no shore mackerel available. Cod, hake and haddock are unchanged, but firm and comparatively high. Domestic sardines are steady on a basis of \$2.25 for quarter oils in a large way. The demand is light. Imported sardines unchanged and quiet. Salmon is unchanged throughout and fairly active.

Canned Goods.

Tomatoes are much firmer, and full standards cannot now be obtained under 90 cents f. o. b. in a large way. The cause is bad weather and prospective short pack. The size of the pack is wholly problematical; there are some prophecies as low as 7,000,000 cases. Last year the pack was 8,500,000 cases, which was also short. This year's pack is also wanting in quality, for the growing conditions were so unfavorable that the fruit ripened badly, and the average quality of the pack is therefore poor. The demand for tomatoes is fair; if it gets in any degree brisk the market is reasonably sure to go higher. Corn is unchanged, very quiet and not very strong. There has been a good pack. Peas are unchanged. Apples have declined somewhat, and New York State gallons can now be bought at \$2.50 in a large way. The demand is light. California canned goods are unchanged and quiet, and so are small staple canned goods.

Dried Fruits.

Prunes are still very firm and packers generally are not quoting. The few that are want $6\frac{1}{2}$ -cent basis, which is very high. Peaches are not very strong, and buyers are not interested. Apricots are still high and dull. Raisins show a decline of at least $\frac{1}{2}$ cent-per pound, and the demand is light. Currants are selling in this country at slightly less than the cost to import, which condition

will probably not last very long, as the season of active demand is approaching. Citron is about 1 cent higher than a week ago, due to reports of short crop. Other dried fruits dull and unchanged.

Beans and Peas.

Domestic pea beans are firm by reason of rainy weather in the growing districts. The price averages \$2.50 per bushel in a large way. Domestic marrows are also higher—\$2.85 to \$3. The demand for beans is fair. California limas are weaker and new crop beans are now offered as low as 5.65 per pound in a large way delivered in the East. The spot price is 5.90, but it will soon drop. Green and Scotch peas are unchanged and still very firm.

Butter.

The receipts of all grades of butter are still light, and a very active consumptive demand is reported for everything on the list. Owing to this, and the fact that the market has advanced practically everywhere, the Eastern butter market has advanced 2 cents further during the week. This means 4 cents, since Canada defeated reciprocity. The quality of the butter now arriving is very good and the market is healthy throughout. The market is now quite high, and material further advances are unlikely.

Eggs.

The receipts of fresh eggs are still very light, and the market is very firm, but without change for the week. Stocks of eggs in storage are very liberal, and the demand is fair, though the bulk of the trade are being supplied with fresh eggs. This is what is keeping the fresh egg market comparatively high.

Cheese.

There is a seasonable consumptive demand for cheese of all grades. The make is normal for the season, and the quality is running fully up to the standard. For the week the market is unchanged, and no important change is in sight.

Provisions.

Everything in smoked meats is unchanged in price and in fair

seasonable demand. Pure lard is active at ruling prices, while compound is steady and unchanged, with only a fair demand. Barrel pork, dried beef and canned meats are all in seasonable demand and unchanged, except that some packers have advanced canned meats about 5 per cent.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The market on evaporated apples remains steady. The demand is very brisk and is coming principally from Europe. The evaporators are now running practically full capacity and turning out large quantities. The demand, however, so far, has been great enough to absorb the offerings.

Prime quality, in 50-pound boxes, is quotable at from $8\frac{1}{4}$ to $8\frac{1}{2}$ cents; choice, $\frac{1}{2}$ cent per pound higher.

There are some very nice lots of whole apples obtainable at from $9\frac{1}{4}$ to $9\frac{1}{2}$ cents in 50-pound boxes.

Cores and skins are steady at from $1\frac{3}{4}$ to $1\frac{7}{8}$ cents.

Chops are quotable at $1\frac{7}{8}$ to 2 cents.

C. C. HALL.

Rochester, N. Y.

Standard Canned Goods.

As the canning season for tomatoes draws to a close the interest in the canned article increases, and now the momentous question arises: "What will the harvest be?" No one questions the statement that the output this season will fall much below the average production of the three years preceding 1910, which was, in round numbers, 10,500,000 cases. In 1910 the total production was, say, 8,500,000 cases, about two-thirds of which was produced by three States—Maryland, Delaware and New Jersey—to which was added a moderate carry-over from the previous year. Before the opening of the present season the visible stocks of tomatoes in the hands of both packers and jobbers was reduced to a negligible quantity, and the retailers were buying them from hand-to-mouth, so that the new season practically opened with bare floors all around. The canning season was a week later than the average time for commencing operations at the canneries, and now it is reasonably sure that the ending of the season will be a week earlier than usual. Mean-

ne there has been no "glut" of the raw fruit this season all, and the canners will miss at opportunity to reduce the average cost of their goods, a most unusual occurrence. These facts form the basis of the present strong market conditions, and it does not require the prescience of a prophet to foretell the course of the prices of the canned article in these circumstances. The only problem remaining to be solved is the size of the pack throughout the country, and that question is already substantially answered by the steady improvement in the market prices now under way. The season for packing corn in this section is winding up with a large pack of better average quality, more than three-fourths of which was sold ahead, and the remainder is being taken up by belated purchasers at a satisfactory price. The buying of it last week exceeded the sales of previous week. Sweet potatoes and spinach were again active during the week, and the outlook is for continued activity in them during October. The increasing popularity of those two articles is remarkable. Peas are fairly active in a small way, the high prices not curbing the consumption of them. Dried peas are surprisingly active, the low prices being the loadstone. The small pack of green beans of the flat variety

causes a strong market for them, and they are getting scarce already. There is the usual run of daily small orders for string beans, kraut, okra and tomatoes and plain okra. The other lines of vegetables are dull and unchanged as to price. Excellent demand last week for the new pack of apples and pears, and the buying orders are coming from nearly all sections. They look good to buy at to-day's prices. Pie peaches and second peaches are moving out in mixed carload lots and the surplus of them in the hands of our canners will be mighty small this winter. There was little business done last week in the other lines of fruits, berries, cherries and pineapples being rather dull at the moment.

Spot oysters are quiet and firm, but the customary buying of the fall pack of that article is starting up again, for shipment as wanted up to January 1st, at prices that are attractive.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

The catch of Holland herring is shorter than last year. Prices are firm and tending higher. The demand here is just fair, but prices here are still below Holland parity.

Scotch herring are selling very nicely at full asking prices, but

large fulls particularly are rather scarce and arriving shipments are taken readily ex dock at full asking prices.

Norway Herring.—The first shipments have arrived; quality is exceptionally fine, but fish rather small, but they are nice, white and fat. Late cables report a very strong market and tending slightly higher.

Norway Mackerel.—The idea seems to prevail that the market has been cornered to some extent, or rather controlled by a certain party in Norway together with some banks, whose aid this particular party has enlisted. Nevertheless shipments are coming in quite freely, but asking prices are considerably higher than they were a few weeks ago. Present stocks here are very limited; demand very good and naturally the small arrivals are anxiously taken hold of by anxious buyers. Quite a good many mackerel have been bought on contracts early in the season at very low figures. It is almost impossible to say what the market on Norway mackerel will do, whether it will go still higher, whether market will remain stationary or go lower. We must await further advices before being able to judge, but we can safely say what the market for French sardines will, for instance, do. There is practically no catch whatever, the market is absolutely

bare. We have been unable to get a supply of even one-tenth of 1 per cent. for the orders that we have taken of some of our most popular brands and there will certainly be a great scarcity of French sardines this season; greater than it has ever been before.

In Portugal they are packing just a very few fish, but not very many. The demand is excellent and arrivals are selling just as fast as they come in.

In Norway the catch is just fair, the quality is all right; in fact, fine, but prices are high and the quantity is not over-abundant. Packers are all asking more money than they did last season and while buyers are all holding off, we are afraid that we shall have to go into the market and pay what the packers want if we want the goods.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market continues active. Stocks of cloves, nutmegs and mace are apparently scarce. It is expected that the requirements of October and November will be large. Indications, therefore, point to some very steep advances.

Pepper.—The market is steady but practically unchanged during the week. White peppers, how-

As a Merchant You Will Be Interested

MUTUAL TRADING COMPANY
99 Chambers Street
New York City

A Modern Way
of Buying
WEARING APPAREL

Fall and Winter
1911 - 1912

THIS Style Book is especially designed for you to sell goods from—if used freely this book will make money for you.

Because you are not an established clothing dealer do not take it for granted that you cannot *sell* wearing apparel. We have on our books to-day the names of 5,000 Grocers who, up to four years ago, had never even tried to take an order for wearing apparel. The majority are to-day doing a profitable business in wearing apparel.

It is not necessary to invest one cent in stock—all you need do is take orders from this Book and send them to us. We carry a complete stock of all garments listed and ship promptly orders of any size—one garment at a time if necessary.

You can show this catalog to your customers and take orders at the regular printed prices. From these prices you are allowed a trade discount of 50%.

This is a great opportunity for you to make money for the next three or four months. Send for this catalog to-day and receive complete information.

Mutual Trading Company, 99 Chambers St., New York

ever, are possibly higher. The demand during the week has been exceptionally good.

Red peppers are firm. Demand very good. Prices, however, are unchanged.

Cloves.—The demand unusual, with practically no spot supply to draw from. Futures are reported active.

Pimento (Allspice) steady in price and in good demand.

Nutmegs very firm and active. Demand is large for all sizes. There is a decided upward tendency. A great scarcity for some sizes is noticeable and the situation is likely to result in very high prices during this fall.

Mace very scarce and tending upward. It looks as though higher prices will prevail.

Cassias.—Saigon in good demand; Batavia of good quality is in demand, but the supply is practically exhausted; China moving in a satisfactory way at unchanged prices.

Tapiocas very steady but unchanged during the week.

Seeds and Herbs.—Caraway has advanced sharply with upward tendency. Poppy firm but unchanged. Marjoram, both French and German, very firm and will advance. Sage, Thyme and Savory unchanged.

McCORMICK & Co., Inc.
Baltimore, Md.

Sugar.

Raw sugar prices at New York show another advance, the quotation to-day being 5.92, as against 5.75 a week ago. Prompt or October shipment supplies are bringing the high prices. The refiners find it necessary to pay the quotations asked and even then get very little sugar. They are making stocks hold out as long as possible and the chances are they will be able to get through the season all right. Higher prices may be paid for a few lots and the market be firm until the present scarcity is relieved, but this sugar campaign that has produced such unusual values, the highest in twenty-two years, probably has now used up all the points upon which additional gains could be based, aside from the urgent need of the few stocks that can be brought to the Eastern refinery ports, and it will be rather difficult to carry forward any general further continuance of the movement. The indications are that the advance in Europe has been stopped. Europe can't carry all the sugar and keep prices up. With a steady outlet for the stocks held and a demand in sight that would assure a good diminution of the first months' supplies from the new beet crops as they come in, higher levels might be gained, but quotations on the other side during the week have declined, and it is likely that the demand for actual sugar in

Europe, of which there is easily enough there to carry the trade through, has narrowed down and there may be some little apprehension as to how long the trade can go on the stocks they already own, the invisible supplies that have been built up while prices have been advancing. The chances are that the trade in Europe could go a long while without making new big purchases and when it becomes fully apparent that the United States won't have to actively bid for any sugars held by Europe, beets or Javas, that the stocks now here and to come from Hawaii, the Philippines, Louisiana, and the domestic beets, will be enough, there won't be much chance to put prices above the high level that was touched a week or so ago or again equal it. It will be a long time before low prices again prevail; the shortage in the beet crop to be reaped means the confining of consumption during 1912 within a greatly decreased production and substantial values will rule while that process is being accomplished. Speculation in Europe is still in control and will hold prices up as long as it is possible to do so.

M. G. WANZOR & Co.
New York, N. Y.

MARKET NOTES.

Apples are cheap compared with last year—\$1.50 to \$3.25 per barrel. A year ago they were ranging from \$4 to \$4.50. The demand for apples is fair.

Peaches are near the close of their season. Nearly all the receipts are from New York, and range from \$2 to \$2.50. A few are coming from Ohio and range from \$1.75 to \$2.50 per bushel. The demand is jaded.

Seckel pears are selling well and range from \$4 to \$8 per barrel, or \$1.25 per basket.

Florida persimmons range from \$2.75 to \$3 per tomato crate, but the demand is slow.

The market for Florida grapefruit is considerably easier.

Florida Food Law Won't Take Effect Until August 1, 1912.

The efforts of the grocery trade manufacturers, jobbers and retailers alike to have the operation of the Florida pure food law postponed has been partially successful. The petitioners asked that it be suspended till January 1, 1913, but in a circular letter issued by

State Chemist R. E. Rose and Commissioner of Agriculture B. E. McLin, of Florida, they have agreed that it shall be suspended until August 1, 1912. This relief is granted to most package goods, but does not apply to a number of bulk articles, which must comply immediately with the terms of the law as to all provisions, especially in the matter of weight declaration. The essential paragraphs which will interest the trade provide that the net weight or measure shall be "conspicuously, legibly and correctly" stated on the outside of all packages of grain, flour, meal, butter, lard, cottolene (or similar compound), cooking oils, syrups and similar staple groceries, on and after September 1, 1911, but printed "stickers" will be allowed on such goods. Stocks of canned goods, vegetables, pickles, baking powders, jellies, preserves, etc., in cans, bottles or cartons, on hand August 3, 1911, or contracted for fall delivery, if in full compliance with the State and Federal laws and regulations prior to August 3, 1911, may be disposed of till August 1, 1912, and printed "stickers," showing the "net weight or measure" of such goods applied before August 1, 1912, shall protect such goods actually delivered in the State, or bona fide contracted for, for future delivery, prior to August 3, 1912. All goods purchased subsequent to August 3, 1911, or contracted for shall fully comply with the Pure Food and Drugs law of 1911 in every respect. Benzoate of soda, not exceeding 1-10 of 1 per cent., will be allowed in goods actually on hand August 3, 1911, or contracted for then, but must be labeled accordingly and cannot legally be sold after August 1, 1912. Goods containing saccharin on hand August 3, 1911, can be legally sold, if properly labeled, but importation of such goods is not tolerated after that date.

More Foods Condemned Under Federal Food Law.

Additional Cases Successfully Prosecuted by United States Government for Adulteration and Misbranding Under National Food Act.

The following reports of ended cases have been certified to this journal by the United States Department of Agriculture:—

JUDGMENT No. 897—MISBRANDING OF PORK AND BEANS.

On or about April 30, 1910, Charles G. Summers & Co., Incorporated, Baltimore, Md., shipped from Maryland into Pennsylvania a quantity of a food product labeled "Conqueror Brand Pork and Beans. Guaranteed * * * No. 16,559, by Charles G. Summers & Co., Inc., Baltimore, Md." Samples were analyzed and the product was found to contain beans, partly uncooked, with no visible evidence of any pork.

The defendant entered a plea of guilty, whereupon the court imposed a fine of \$10.

JUDGMENT No. 905—MISBRANDING OF CHEESE.

On or about July 30, 1910, and August 12, 1910, the Cuddy Cheese Co., Sheboygan, Wis., shipped from Wisconsin into Maryland two consignments of a food product labeled: "Cuddy Cheese Co., Selected Full Cream Cheese (picture of red cross with word 'Cheeses' printed across the arms) Sheboygan, Wis." Examination of one box of cheese taken from the former of the above shipments showed it to be short in weight, being marked on the box "49," when the actual weight thereof was only 47 pounds 9 ounces; examination of another box showed it to be also short in weight, being marked "50," when the actual weight was only 48 pounds. Fifty-nine other boxes were weighed and showed a total net shortage of 98 pounds.

The Cuddy concern plead guilty to misbranding and was fined \$10.

JUDGMENT No. 918—MISBRANDING OF LEMON FLAVOR.

On or about January 29, 1910, the William Edwards Co., Inc., Cleveland, Ohio, shipped from Ohio into Michigan a quantity of two food products, labeled, respectively, "Avondale Brand Terpeneless Lemon Flavor Mixture, artificially colored, Oil Lemon 2½ per cent. Water, 52 per cent., Alcohol 45½ per cent. With a trace of Vegetable color; Guaranteed by the William Edwards Co., Cleveland, Ohio. Under the Food and Drugs Act, June 30, 1906. Serial No. 1,373," and (on bottle) "Clifton Brand Lemon Flavor Mixture, Oil Lemon 3½ per cent., Water 46½ per cent., Alcohol 50 per cent. Guaranteed by the Wm. Edwards Co., Cleveland, Ohio, under the Food and Drugs Act, June 30, 1906. Serial No. 1,373," on the carton inclosing which bottle there was a label identical with the foregoing, with the exception of the following statement: "Oil Lemon 4 per cent. Water 46 per cent., Alcohol 50 per cent." Samples were analyzed and the former was found to contain but 0.2 per cent. of lemon oil, and the latter but 0.8 per cent. of lemon oil.

The defendants plead guilty and were fined \$25 and costs.

JUDGMENT No. 917—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about October 16, 1900, P. H. Sugrue, doing business under the firm name of P. H. Sugrue & Co., Cleveland, Ohio, shipped from Ohio into Pennsylvania a quantity of a food product labeled: (On one end of barrels) "Jacob Haller Groc. Co. Pure Cider Vinegar, Erie, Pa."; (on other end of barrels) "50 Sept. 4, 1908. Mfd. by P. H. Sugrue & Co." Samples were analyzed and the product was found to consist wholly or in part of a mixture of dilute acetic acid, or distilled vinegar, and a foreign material, prepared in imitation of cider vinegar.

The vinegar concern made no defense and was fined \$25.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Equipment—Continued.

The use of electric motors could be extended as much as possible. Whether you want to lift a load, or grind coffee or meat, or run a motion display in your window, use electric power; and the electric fan, in all its varieties, is to-day a foregone conclusion in any up-to-date store or market. I shall talk about electric lights and signs when I get to the roof and talk advertising. So whether you are ready today or not, whether you can afford to indulge in all these time and labor-saving devices now or not, I strongly urge you to keep your eye peeled and be wide-awake to the development of this wonderfully economical and efficient power. You will note that I am using it wherever I can save time, power, or time, or avoid dirt, or promote the comfort of my customers, or advertise my business thereby; and I believe I can give you the best of reasons why in each case. For I am not experimenting with these fixtures and appliances, but have been using many of them for years and have been so thoroughly satisfied with them and convinced of their utility that I am going further with them all the time.

I can buy a hand elevator, one ton capacity, to run through my three stories, and have it installed for probably \$150 at the outside. But look at the money I would throw away every year in manpower to run that machine. That money would undoubtedly pay good interest on \$2,000 to \$3,000—maybe more. Therefore it is economy of the most enlightened character for me to install an electric elevator of a ton capacity, which will cost me not less than \$2,500, probably \$1,500, which will cost a trifling sum to run and

which will do the work infinitely better. Such a machine, installed by a good company, will run indefinitely without any repair bills whatever, so practically all it will cost will be interest, depreciation and power, say, \$25 per month, to begin with and less than that each year as the investment is reduced and wiped out. In these days of high wages, think what this will save.

Another favorable consideration is that of having happy, contented workers, as against having the boys speak of the "awful work on that man-killer elevator." I have been all through that part of it myself, for many is the car of flour I have hoisted to the second floor by main strength, being pretty well "tuckered out" after each such job. Good will is a great asset. Like charity, it properly begins at home—inside our own stores. The good will of our own help is just as much worth while cultivating as that of the outsider, even though he be a possible good customer.

Do not get the impression that I am unmindful that many merchants simply cannot put \$1,000 or more into an elevator. The experience I have had with hand-power machines indicates that I have been through all that. No; just as the poor must pay most for their coal bought by the bucket, so must all of us pay more for our service when we have not the wherewithal to buy mechanical appliances. What I mean is to show that these things are a true economy and that we should all look forward to having them and shape our plans accordingly.

With this power elevator, one ton capacity, platform about 4 x 5 feet, I can run my seeds, matches,

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

SALESMEN WANTED

Trained Salesmen earn from \$1,200.00 to \$10,000 a year and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions.

Address Nearest Office, Dept. 244

National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons

Philadelphia

Make Your Store a Monument

The merchant who sells the best thing in its line he can find is running a store that is going to succeed and be a monument to him.

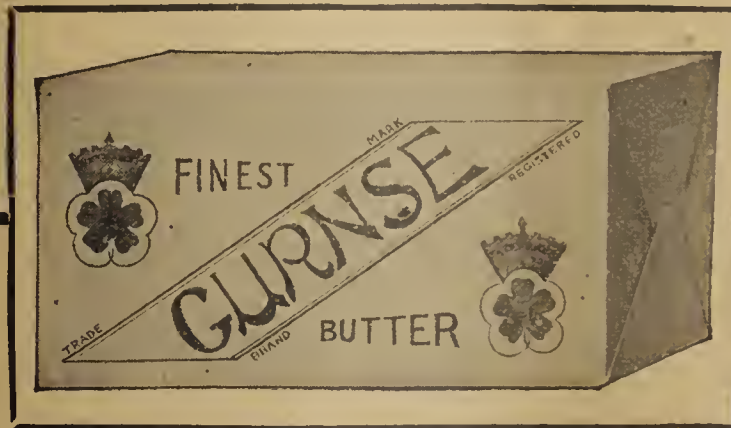
The best doesn't necessarily mean highest priced.

James T. Shinn's Liquid Rennet is the best rennet made, bar none. Cleanest and most fastidiously made, and the quickest acting—it will curdle milk in 3 to 5 minutes. Every bottle is guaranteed to your customer and guaranteed to you.

Shinn's Liquid Rennet pays you 100% profit—that's another reason it's the best in its line.

Shinn & Kirk

1400 Spruce St., Phila.



"I don't mind paying a good price for butter, but I do object to paying it for the kind you sent me yesterday"

Ever had that said to you? If you had, chance is it was your jobber's fault, not yours, for nothing is more uncertain and variable than the quality of successive shipments of butter.

But no grocer on earth has ever had that said to him if "the kind you sent me yesterday" was GURNSE. Ever see a pound of Gurnse? It carries its quality on its face; a gilt-edge dairy butter made and packed under ideal conditions.

You need a butter leader like Gurnse.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—37 cents.
Prices subject to market changes.

P. F. BROWN & CO.

39-41-43 SOUTH FRONT STREET
PHILADELPHIA, PA.

spices, breakfast foods, and a hundred other dry storage goods up to the third floor; and one moderately strong boy can handle a cargo of such stuff at any time with the same expenditure of energy as he would otherwise use to move those same goods on the level. Also, he will be happy doing it, and I can feel that it will be done quickly so that he will be ready for the next job, fresh and cheerful. He does not need to "get all mussed up" nor take off his collar, nor perspire through his shirt to do it; but can be clean and neat, ready to jump behind the counter and wait on women customers at an time he may be called from the job. All these things count as factors of real value, worthy of attention, in figuring on such a problem.

To my mind you cannot invest your surplus to any better advantage than in these ways. Therefore look into this electricity business, learn the character of the current and the pressure thereof in your own town. Study its application in other lines of business. Be ready to use it intelligently whenever you can. This is truly "getting in on the ground floor" because it is fitting you to handle your business on a par with the most highly capitalized neighbor you may have and you are thus better enabled to meet competition, through handling your own business most economically.

That is the way it looks to me. What do you think of it?

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

- Washington, D. C., Sept. 5, 1911.
 1,002,376. Percolating bag holder. S. Doty, Vernal, S. D.
 1,002,411. Candy machine. F. W. Lovelady and B. J. Kennedy, Saginaw, Mich.
 1,002,431. Butter cutter, W. H. Noack, Cleveland, Ohio.
 1,002,664. Food safe. W. R. Fitchet, Pinnebog, Mich.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 41,693. "Big Bill" for taffy candy. M. A. Mittell, New York, N. Y.
 Ser. No. 44,537. "Red Mill" for coffee. Norwine Coffee Co., St. Louis, Mo.
 Ser. No. 47,418. "Princess" for canned vegetables. G. Johnson, Greenwood, Ind.
 Ser. No. 50,168. "Blossomheath" for candy. A. C. Todd, New York, N. Y.
 Ser. No. 50,416. "Kisky" for candy. L. B. Worrell, Dayton, Ohio.
 Ser. No. 53,069. "Opera" for chocolate candy. Levine Bros., Inc., New York, N. Y.
 Ser. No. 53,497. "Yankee" for candy. F. M. Paist, Philadelphia, Pa.

THE STROLLER'S COLUMN



Calling at People's Houses for Orders.

Didn't I see in the "Grocery World and General Merchant" a while back that all the grocers in some town in the West had signed a pledge not to send men to people's houses for orders any more?

Seems to me I did. D'y'e know, I believe that's a good thing. This business of going out to take orders is pretty near all for the customer, anyway—I don't believe you fellows make much out of it—and many and many a time the fellow that goes out to take orders gets in bad and queers the store.

It ain't his fault—he mostly does his best—and of course it ain't your fault, for you sent out the best man you can. All the same you're the one that loses from it.

I sat back in a corner in my sitting room the other night and listened to a bunch of busy little hens talking about their houses and how Henry would *never* eat liver unless it was cut an inch thick and so on.

These days it's the price of eats that these little hen parties chew on when they get together. Many a grocer would get cold feet if he could hear 'em size up his store behind his back, and many a one would feel good all over at the free ad. some of 'em give him.

"I'm going back to Jones," my wife said, during the course of the talk, "the man Smith sends here for my order gets on my nerves so I simply must get rid of him."

"Why I thought you'd dealt with Jones for years," said another woman.

"So I did," said my wife, "but he got pretty independent about a roast of veal I didn't think was good, and I thought it was time to make a change. But Smith's man—he *always* gets here while I'm eating my breakfast! I've never known it to fail! I can al-

ways hear him knock, and he's always in a hurry, and I have to leave the table and go out and fool with him. This morning my coffee was stone cold when I got back to it, and Tom had gone."

Tom is me. Pretty name, ain't it?

"Why don't you ask him to come later?" somebody asked.

"I have—he says he can't; it's on his regular route. So I'll tell him on Monday he needn't come at all."

Now d'y'e see that? Smith's store is all right, but just for that little thing it's going to lose our \$3 a week. Of course the solicitor is right when he kicks about making a special trip, but all the same some fellows, rather than lose the trade, might have fixed up some sort of a scheme to get around that kick. But this one couldn't—he simply couldn't do anything but what he was doing, that was all there was to it. And so his boss loses a customer. Good customer, too—one that pays his bills regularly every once in a while.

"I had a funny experience with a man that used to come from Clinton's store to get our order," another little hen said. "He was so polite I finally had to fix up some excuse and tell him not to come any more. Every morning when he came in he'd start to ask me how each member of the family was. How was I? How was John? How were the children? One day he asked after the dog and I nearly laughed in his face! Often you don't feel like answering a whole lot of questions like that, especially early in the morning, and he got so he irritated me beyond endurance! You can't just snap a man off who's politely asking after your health, and I stopped dealing with Clinton just for that reason."

Then little me butted in.

"Why couldn't you go to the store or phone in the order?" I asked.

"Too far, and we have no phone," she said, and that settled Brother Clinton.

That fellow thought he was simply doing himself proud. I'll bet his own opinion of himself was that he was the politest little thing in the business. Yet just see what he did for Clinton. I can see exactly how he trod on that woman's nerves. Maybe she'd got up with a bad taste in her mouth, or John wouldn't come across for a suit, or something—she simply didn't feel like being nice and I'll bet she wanted to smack the poor fellow's mug time and time again. Why didn't she tell him? She says why—you can't hurt a man's feelings when he's asking how you are.

So that every salesman who goes to a customer's house for orders takes the store in his pocket and is liable to do things to it—even when he's doing his mighty best. It's a big thing when all the grocers in a place can cut it out together.

THE STROLLER.

Wiley Interests Score Again.

The Secretary of Agriculture Removes McCabe and Dunlap From Federal Food and Drug Board. Both Wiley's Enemies. Dr. Doolittle, of New York, a Wiley Partisan, Appointed in Their Place. McCabe Still Solicitor.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

October 5, 1911.

Dr. H. W. Wiley, chief Government chemist, has scored again during the week. Secretary Wilson on Tuesday announced that Solicitor George P. McCabe would no longer be a member of the Federal Food and Drug Board. Mr. McCabe has been a

ong opponent of Dr. Wiley's. F. L. Dunlap, another Wiley opponent, is also removed. The secretary stated that Mr. McCabe had been relieved from further service on the Board at his request. The only new member of the Board appointed as is Dr. R. E. Doolittle, chief of the Bureau of Chemistry at New York.

Mr. McCabe will remain the Solicitor of the Department of Agriculture, and will decide what cases are to be prosecuted and what are not.

HOLT.

Tomatoes are almost done. Cannermen are paying 35 cents per basket, and 50 cents is top for the best in a jobbing way.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Heel Dragging.—If you have the heel dragging habit you're in a bad way. You need jerky tonic and a big dose of mental awakening. The heel dragger is tired by haste. He feels kindly enough to the men that hurry, but he thinks they overwork. Watch his habit step of yours. Come right down on your heel as though you were glad you're living and tickled with your job.

Selling Spanish Onions.—Open a few crates and spread the onions out on a table of 5 x 10. Have a big sign in the centre "7 cents per pound" and watch them moving. Do you know why they move? Because of the odd striking way they're shown up. The writer writes his experience.

About Hiding Goods.—It is surprising to observe the wasted floor space in some stores and a measure to see such space utilized by others. Must you have a rubbish corner? No, sir, you must not. That day is past. Nor you mustn't have any blank walls inside your store. Stack up goods in nice order everywhere that doesn't interfere with traffic—always with a price card.

Out With the Peas.—Time and best time to fill a window with a full line and a card 22 x 28 announcing:—

OUR FIRST DISPLAY OF 1911 PACK SWEET PEAS.

Prices will be high, of course, but peas will be sold just the same

and your display and suggestive card with smaller price signs will keep you busy shelf filling.

To the Oyster Man.—Piled up in a clean conspicuous part of your department should be pound bags of oyster crackers and cracker meal with a price, and in addition to that a card to read "Oyster crackers and cracker meal sold at this counter." The sale of these will help your weekly "showing."

To the Butter Man.—Every Monday night your box should be scrubbed out with hot water and sal soda. Unless this is done you will surely run the chance of contamination. Remember that the finer the butter the more sensitive it is to foreign odor.

"Ask the Man."—Reference has been made in "Straight Talks" to the traveling salesman who comes to your store and who unfortunately for him has many long waits before the buyer is seen. Ask him things. Wonder if he knows what that white stuff means on the nutmeg or what the remedy is for keeping scum off the loose olives.

Drummers are the most cordial and gentlemanly of men and they are every ready to give the most detailed information about their line.

Judging from my correspondence many of you have got the information "Bee."

Congratulations.

An Advantage to YOU

The goodwill of your customers towards the products of the National Biscuit Company is indeed an advantage to YOU—an asset. It not only sells N. B. C. goods in the famous In-er-seal packages, N. B. C. goods from the glass-front cans—but also helps to sell your other goods.

People reason that if you sell quality products like the National Biscuit Company's Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu, Graham Crackers, etc., you will also sell the highest grades of sugar, tea, coffee and of other articles.

Yes, Mr. Dealer, it certainly is to your advantage to have the goodwill of the National Biscuit Company trade. Have YOU?

NATIONAL
BISCUIT
COMPANY

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

MAPLEINE

The Popular Flavor

A STRONG DEMAND has been created for this new and delicious flavoring. It adds richness and delicacy to Cakes, Puddings, Icings, Candies, Ice Cream, etc., and makes a Table Syrup better than maple at a cost of 50c. a gallon.

See Price-list

Order from your jobber or Frank A. Smith Company 105 South Front Street Philadelphia, Pa.

Crescent Mfg. Co. SEATTLE, WASH.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

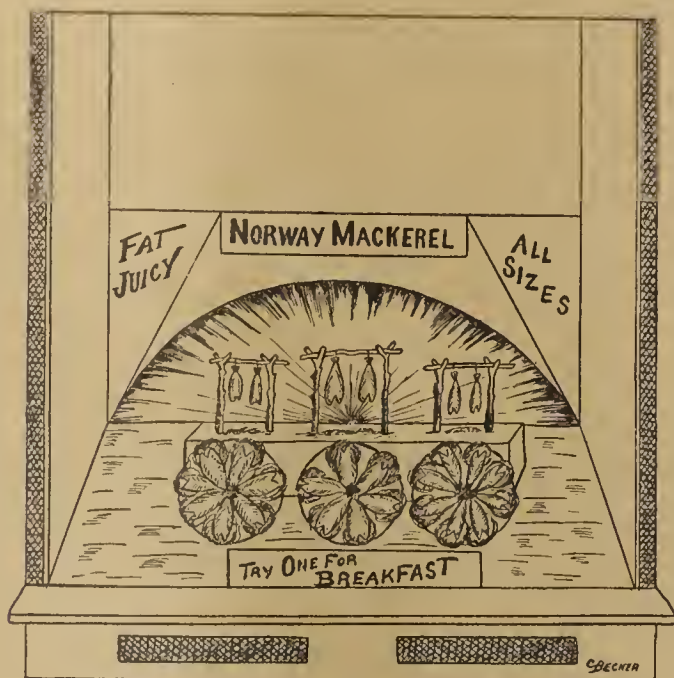
	Per 100	Each	
40 4-in. Pots and Saucers	\$1.50	\$.60 sell @	\$.03
50 5-in. "	2.50	1.25 "	.05
70 6-in. "	3.50	2.45 "	.06
50 7-in. "	5.00	2.50 "	.08
40 8-in. "	7.00	2.80 "	.10
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now. The Peters & Reed Pottery Company ZANESVILLE, OHIO



Mackerel Display.

When you open a couple of barrels of choice Norway mackerel of different sizes, have a window display of them. This is a neat display and shows up well. It is arranged as follows: First cover the bottom of the window with a nice shade of yellow crepe paper. At the front place a neat long sign card with lettering like in illustration. Towards the rear place several boxes to form a platform; corn or tomato boxes will answer very well. Cover them with the yellow crepe paper, now get three cheese box lids and cover the rims with the yellow crepe paper inside. Place some waxed or white wrapping paper on which place the mackerel, one against the other. Garnish all around the edge with lettuce leaves. Place the lids slanting against the platform.

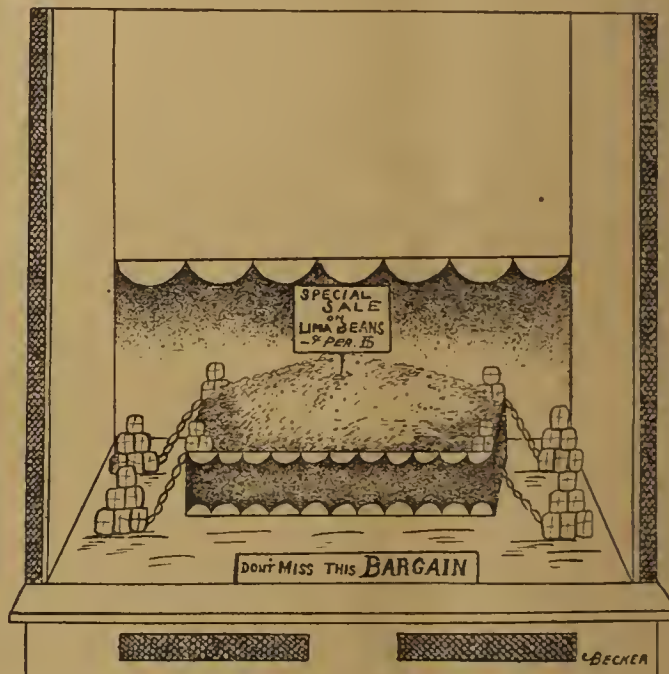


Trim a few branches of a tree and arrange like in cut with a cross piece between the side sticks. Suspend two mackerels from each stick; this shows up the different sizes fine. Place a little cork or saw dust under them to catch the drippings. Now arrange the background. Take a very heavy wire and bend it to arch from the two bottom corners of the window. Use the same shade of crepe paper as at the bottom. Gather it in at the bottom, in the centre, fan shape. Stretch a wire or heavy cord across at the rear, make a long sign card in the centre and two triangular ones at the sides, of the yellow paper, cut the letters

from black paper and paste fast. A couple of drops of glue will hold each letter in place.

Lima Bean Special.

A special window is always acceptable. This one on lima bean is neat and attractive; of course soup beans or peas can be used instead of limas in this arrangement. To arrange cover the bottom of the window with blue paper of a nice dark shade. Now place a couple of flat boxes in the centre to form a platform; around the edge nail a strip of wood or heavy cardboard about one inch high. This is to prevent the beans from falling off. Cover the sides of the boxes or platform with the blue paper; get a strip of white crepe paper, lay it



in three inch folds and cut the two edges to form a scallop. Place them all around the top and bottom of the platform. Place a twisted strip of the white paper from each corner to a pyramid of beans tied in one pound paper bags. Place a small pyramid of the bags at each corner. Now fill the top with the beans on which place a large sign card. Run some of the blue paper across the background and finish the top with large scallops of the white paper. The price of the beans should be on the large sign card on the beans, and letter the long sign card in front very large.

ASSOCIATION NEWS

Toledo, Ohio.

The Toledo (Ohio) Retail Grocers' Association has put itself on record as to short weight package goods:—

Whereas, The agency for the distribution of certain oysters, in

the district of which Toledo, Ohio, is a part and

Whereas, Said representative is endeavoring to place orders and have these dealers in Toledo to put on sale oysters in tin containers designated as "No. 1s" and "No. 2s" tins, which when asked they state do not hold full pints nor full quarts and which they wish dealers to retail at 25 cents each for No. 1s and 50 cents for No. 2s.

Therefore, We, the members of

the Toledo Retail Grocers' and Butchers' Association, believe this method is in violation of our principles as to square dealing and in conflict with the purpose of our State law governing the sale of all commodities by weight, and we also believe it to be aiding deception of the general public; therefore be it

Resolved, We, the Toledo Retail Grocers' and Butchers' Association, is opposed to this method

of handling oysters, unless said tins are made so as to contain full pints for No. 1s and full quarts for No. 2s.

Pumpkins are in good crop, and are now coming regularly forward. The range is \$5 to \$8 per 100. The demand is small by reason of the warm weather.

Published every
Monday.

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State of the Union
and Canada.

AND

General Merchant

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Written for the "Grocery World and General Merchant."

This Consumer Claims His Grocer Forced Him to Buy at Wholesale Over His Head

An Incident Involving Decision as to What is Good and Bad Merchandising. Writer Asked His Grocer to Stock Two Articles, Which He Guaranteed to Buy Regularly. Grocer Refused in Both Cases and Customer Went Over His Head and Bought in Wholesale Quantities. Was the Retailer Right?

[The following article has been contributed to this paper by a consumer who knows something of the grocery business and certain of its problems. To the writer it is intensely interesting and quite important as bearing upon the never-settled question—How far shall the grocer go in carrying goods demanded of him by his customers.—ED.]

I am not in the grocery business, although I have a good many friends in it, and know something about the circumstances under which it is conducted. I am in another line of mercantile business, however, and hold the same views as to it, which I believe are current in the grocery line, viz., that the consumer's trade should go to the retailer, and no jobber should go after it. For this reason, while I have some friends in the wholesale grocery business and could possibly have bought goods through them at wholesale prices, I have always refrained from doing so, because I felt that I should carry out in my own private dealings the principles to which I was committed in my business.

In conversation with the editor of this journal recently, I related to him a couple of incidents which have recently happened to me in this connection, and he has requested me to write them for publication in his paper.

I reside in a suburb of Philadelphia along the main line of the Pennsylvania Railroad. My family is large, and consumes on an average about \$16 worth of groceries a week. I pay my bills regularly each week and see no reason why I should not be considered a desirable customer.

About six months ago a friend who is connected with an importing house of fancy groceries gave me a sample jar of imported French jelly. It was a high-priced article, but is on sale at some of the wholesale houses in Philadelphia. I asked my grocer to put it in. He hemmed and hawed, and ended by deciding that he would not, although I

guaranteed to take all of such quantity as he would buy.

I then went over his head and bought the jelly in quantity from my friend in the wholesale business.

Last week another friend gave my wife a can of a particular kind of corn. It proved fine in eating, and my entire family liked it better than any corn which had ever come into the house. This, too, was a high-grade article and rather expensive, paying the retailer, I apprehend, a better profit than a lower-priced article.

I reported to my friend that we all liked the corn, and said I should like to use it regularly. He agreed to send his salesman to my grocer, with the statement that I stood ready to buy it regularly if he would put it in. My grocer refused to buy it, giving the intelligent reason that he had enough corn and didn't wish to take on any new brands. My friend reported the circumstance to me, and as both of us had done all we could to protect my grocer in holding the trade, neither of us had any compunction in seeing that I was supplied with an entire case from the wholesale house.

I contend that my grocer in this case, and every other grocer who acts in the same way under similar conditions, is a short-sighted merchant, and has no complaint when such of his customers as can go over his head and buy at wholesale after they have tried to get the goods through him. I know something of retail merchandising in other lines, and I know that the retailer has hundreds of proprietary brands thrust at him every day, all with plausible arguments as to why he

should stock them. In most cases he is right to refuse to take them on, but here, I contend, was an entirely different proposition. I asked my grocer to put in two articles, for which there was a demand waiting. I guaranteed to take all he should buy, which meant that he did not need to disturb his trade on other brands, unless it paid him to do so. He could go on selling those as before, and simply sell me the brand I had ordered. Just why he should have considered this business not worth having I am at a loss to know. Perhaps he thought it was a whim on my part, and thought that when I found I could not get it I would go on buying his brands. But here he reckoned without his host, and lost my trade as to those two articles entirely. Indeed, he may lose my trade as to other things, for at the present writing I feel so disgusted at his method of doing business that my connection with him is not very strong.

HERBERT R. MELROSE.

Philadelphia, Pa.,

October 12, 1911.

NOTE.—This journal would feel indebted to any of its subscribers who would express an opinion as to whether the retailer referred to in the above article was right or wrong in what he did.—ED.

Contributed.

Canned Goods Man Says Good Tomatoes Will be Worth \$1.00 and More.

Far Too Little Really Good Stock to Supply Demand. Refers to Ten Years Ago, When Tomatoes Went to \$1.60. Deplores Loose Contracting Conditions in Canned Goods Trade.

In 1901 the total pack of tomatoes was about 5,500,000 cases. The market reached \$1 about the first of December and as high as \$1.60 f. o. b. in the spring of 1902 prior to packing season. A decade and history repeats itself. About the only packing houses not closed down are those still behind on futures. Packing houses this week are making about one-quarter to one-sixth time and the average price of raw stock at open market points is 90 cents per bushel. This season it has generally required two bushels of raw stock to fill a case of 24 tins of 3s; in some instances as much as four bushels has been required

to fill a case of 3s. At two bushels to a case raw stock at 90 cents per bushel costs 90 cents per dozen, cans, labor, etc., to the winds, and futures sold at 72½ to 80 cents per dozen.

Under such conditions it is almost impossible to follow the course of the tomato market. It is almost safe to say that tomatoes that are thoroughly good tomatoes, carefully packed and in cans, are worth \$1 per dozen for 3s. They are so few and far between that, like Indians, they are almost extinct. At least 75 per cent. of the stock already packed could be reckoned for below the dollar grade held at the dollar price. There are enough customers for first-class tomatoes to absorb all good tomatoes that are held for the \$1 price and still there will not be enough of this kind of stock to supply the demand. The crimes attributed to futures! futures! in the past are again being multiplied, indeed it almost seems an hundred fold. One can buy 10,000 bushels of future grain, 10,000 shares of stock for future delivery, and according to the rules of the Exchange, members are compelled to deliver or accept as per contract. This law does not seem to hold good between operators in canned goods. To be happy-go-lucky, do-as-you-can-do-onto-others-and-see-that-you-do-them-first method seems to be the law of the canned goods operator.

It is to be hoped that the time is not far distant when the National Cannery Association and the National Grocers' Association will get through with their present arduous duties and give some attention at least to the wretched end of the business. If the National Arbitration Committee are looking for business, all reports are true, they will be working overtime for the next ninety days.

HARRY P. STRASBAUGH.

Aberdeen, Md.,

October 12, 1911.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

**Corporation Practice, Cases Under Food Law
Trade-Mark Registration
General Practice**

Tells Who Sold the Most



ONE of the grocer's hardest problems is keeping clerks interested in selling goods.

A modern National Cash Register tells how much each one sells. This creates a friendly rivalry which results in increased sales and increased profits to you.

Modern National Cash Registers give you information about clerks' ability, honesty, industry and accuracy.

They tell which clerk sells the most goods and who makes the mistakes. This will enable you to know which clerks are the most valuable to you—you can regulate salaries according to merit.

Write for more information about how one of these registers will increase your profits

The National Cash Register Company

Dayton, Ohio

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Kellogg Co. Sharply Accuses Local Brokers

Toasted Corn Flakes Co. Say Members of Frank A. Smith & Co., Local Agents Postum Cereal Co., have Circulated False Statements About Their Relations With Chain Stores. Place Matter in Counsel's Hands and Issue Letter of Denial to Trade. Smith Co.'s Statement.

For several weeks rumors have been circulating about the local wholesale trade that the Kellogg Toasted Corn Flake Co., who several months ago cut off the chain stores and refused to sell them direct because they were retailers, had been making secret propositions to certain chain stores which amounted to a violation of its former attitude. The Kellogg Company's plan of selling, adopted several years ago, was to deal only with jobbers, and to compel all retailers, large and small, to pay the uniform price of \$2.80 per case for Kellogg's Toasted Corn Flakes.

The rumors that the company had secretly broken its agreement to this effect appeared to emanate from the local office of the Postum Cereal Co. W. H. Rohr, of the Smith Co., local Postum agents, carried them to Secretary A. M. Graves, of the Tri-State Wholesale Grocers' Association, who at once laid the matter before B. W. Kenworthy, local sales agent of the Kellogg Co. The latter denied flatly that the company had changed its policy. Meanwhile W. H. Rohr, of the Frank A. Smith Co., local agents for the Postum Co., went to Secretary Graves again and offered to produce an affidavit from the chain-store man that the charges were true, and also offered to bring the chain-store proprietor himself to substantiate. Secretary Graves agreed to accept whatever evidence of this sort Mr. Rohr might produce, but the latter, according to Mr. Graves, has produced nothing as yet. The Kellogg Co. accordingly placed the matter in the hands of their local attorney, who is now considering what proceedings to institute. Meanwhile the company has issued the following statement to the wholesale trade:

October 5, 1911.

The Kellogg Toasted Corn Flake Co. has never shirked fair and honest competition; it naturally tries to

get as near to 100 per cent. of the business as it can, but it revels in the invigoration of fairly fighting for it and welcomes to the tournament every man who bears a true and honest lance.

But the Kellogg Co. has only contempt and detestation for competitors who, by malignant innuendos and misrepresentation, deliberately incite suspicion against their rivals in order that they may indirectly benefit.

The trade generally knows that the Kellogg Co. years ago adopted the basic business principle that the manufacturer—in common fairness to the wholesale trade and the retail trade—should either sell through the jobber exclusively or to the retail trade direct—not to both at the same time. The application of that principle has been helpful to the trade in two ways: (1) It has protected the jobber from the unfair encroachment of large retail buyers; and (2) It has protected the small retail buyer from the unequal competition of his large brother.

Naturally, this principle of doing business has given the Kellogg Co. a legitimate advantage with both the wholesale and retail trade over competitors who do not believe in the same protective principle.

The Philadelphia representative of a rival concern, which sells a product somewhat similar to Kellogg's Toasted Corn Flakes, and which sells large retail trade direct, is the Frank A. Smith Brokerage Co., 105 South Front St., Philadelphia, a concern composed of Frank A. Smith and W. H. Rohr. For several weeks one or both members of this concern have been circulating among the wholesale trade of this section statements that the Kellogg Co. had departed from the principles above outlined. For the most of the circulation of these stories W. H. Rohr seems to have been responsible, and his statements and insinuations apparently divide themselves under two heads: to Mr. Alvin M. Graves, secretary of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, Rohr made the statement on the authority of a mysterious local chain store grocer, that the Kellogg Co. had offered such chain store grocer a secret rebate proposition, the substance of which was this: That the chain store grocer should buy Kellogg's Toasted Corn Flakes through an unnamed jobber, which jobber should directly rebate him 30 cents a case, this rebate to be followed by an additional rebate of \$1 per case, to be paid direct by B. R. Kenworthy, the Kellogg Co.'s local manager. Rohr followed this by an unqualified offer to Mr. Graves to produce an affidavit from the chain store grocer to this effect, and further, to produce the chain store man himself before a committee of members of the Wholesale Grocers' Association, to whom he would then and there expose the double dealing of this company.

This story, or various versions and variations of it, has been repeated by Rohr to various local jobbers. Still other jobbers say they got from Rohr the distinct impression that the Kellogg Co. was offering to sell the chain stores direct.

Of course, the purpose of this campaign is apparent; it was to convince the wholesale trade that the Kellogg Co. was unworthy of the legitimate preference that they were then and still are giving it, with the result of throwing business to the rival concern, which they represent.

Mr. Graves promptly accepted Rohr's offer. He notified Rohr to produce the chain store affidavit and to also produce the maker of it at a meeting of jobbers which he would arrange. He has waited four weeks. He is still waiting. Rohr has produced nothing and has repeatedly evaded all efforts to make him produce. On the contrary, he has told counsel for this company, when challenged to produce, that he could not, as the information was given him in strictest confidence.

So much for the lies, now for the truth.

There was nothing in any of these stories from beginning to end. The Kellogg Co. has not changed its sell-

ing policy in any particular. Since the adoption of the present selling policy it has never offered to sell a chain store concern direct, at any price or on any terms. During the past six months it has authorized retailers to give ten packages out of each case as samples to customers not using Kellogg's. Five cases to each store is the limit of this sampling plan. It has never offered to any chain store concern any better or any different terms than those made to the smallest retailer. Neither has it done, or said, or offered to any chain store concern anything that could have been construed by any honest, intelligent mind into any departure whatever from settled principles.

Yours truly,

KELLOGG TOASTED CORN FLAKE CO.

In answer to the Kellogg Company's statement, the Frank A. Smith Co. issued the following:—

The letter of the Kellogg Toasted Corn Flake Co., October 5, 1911, distorts a local situation.

We did not make statements in manner and form therein unfairly imputed to us.

The First Daily Newspaper Statement Doing Retailer Justice

Cleveland Paper's Explanation of High Cost of Food First on Record that Absolves Grocer from Blame. Says Prices are Higher Largely Because Consumer Demands Costly Conveniences. Chicago Mail Order Houses Subsidizing Rural Mail Carriers, Showing Keen Interest in Parcels Post.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

October 11, 1911.

So much has been said of late about the "high cost of living" and the retailer being responsible, that it is with some satisfaction we note that one of the leading dailies of the United States, the Cleveland "Leader," in an editorial in the issue of October 4th, reviewed the situation in a concise, practical way and declared that the retail grocer was not responsible for the high cost of living.

It is with pleasure that we reproduce this editorial:—

In discussion of the high cost of living much is said of the part which retail grocers have in making food prices. It is argued that they get an excessive share of the final cost to the consumer.

On the other hand the grocers can point to the evident fact that few of them make more than a modest living, or, to put it another way, more than 6 per cent. on the capital which they have invested in their business and a fair salary for their own services. And not a few of them fail.

On the face of the facts apparent to everyone the retail grocers, as a class, seem to be acquitted by their extremely moderate success in making money. They are not prosper-

ous enough to be monopolists, and the strength and scope of their competition can hardly be questioned.

Yet there is no doubt that the margin added to the cost of food by passing through retail stores is large enough to be important. It is sufficient to suggest possibilities of material reductions.

For one thing the consumer pays for a larger proportion of labor to actual goods than he did not many years ago. He buys convenience with his flour, and attractive appearance with his fruit and butter. The cost of telephone service is in the price of eggs and special deliveries figure in the potatoes and spices.

He pays for the accounts accurately kept and the regular bills furnished.

In part, the added cost means the price of cleanliness. It stands for neat, air-tight, dust-proof packages, for ice chests of the most sanitary description, for neatness and carefulness in the store management.

And there is always a tendency toward higher quality demanded and given. The public is more exacting in that respect every year. And quality means much in the entire question of food cost.

There is no such thing as fixed value in a bushel of apples, for instance, or a basket of melons. One lot may be worth ten times as much as another. A pound of butter may mean one thing or something entirely different. It is the same with the canned fruits and vegetables. Only labels and samples tell whether they are in the same class or the same kind.

Granulated sugar, flour of standard grades and a few more staples may mean about the same thing in one store and in all the rest or

now and five years ago or at another period in the past. But for the most part quality is vital. It must never be lost sight of for an instant in considering prices and conditions in the retail grocery trade.

Convenience and quality, appearance and the real merits of merchandise, may easily account for a considerable part of the price complained of in the sale and delivery of food. It is only fair to the grocers to keep that general truth in mind when their bills seem large and burdensome.

From every indication the country is being thoroughly aroused in regard to parcels post legislation. Those who are in favor of it and are pushing Congress the hardest to pass such legislation are going at it with renewed vigor.

The retail merchants' associations throughout the United States are beginning to take on new life and show signs of more activity in opposition to the system.

The tradesmen of almost every place, even where there is no existing organization among them, are coming together to combat the efforts of those who are in favor of this legislation.

This is a good sign, because if the retailers of this country put up a united front and show a decided effort to oppose this legislation it will have its effect and be the means of defeating the project.

At the annual convention of the rural mail carriers held in Milwaukee the week of August 16th, a large banner was displayed in the convention hall saying that Sears, Roebuck & Co., of Chicago, were the greatest contributors to the fund for the entertainment of the rural carriers at their annual gathering.

Aside from this, information comes to this office that the entire delegation and their friends were entertained by Montgomery Ward & Co. in Chicago on Friday, September 22d:

At the twelfth annual convention of the California Retail Grocers' and Merchants' Association, held recently in Stockton, Cal., resolutions were passed as follows:—

Favoring a trade commission along the lines of Senator Newland's bill, introduced at the last Congress.

Favoring the manufacturer's name upon the label and the location where packed.

Praising Dr. Wiley.

Against the rebating system of manufacturers.

Against unjust newspaper attacks.

Favoring net weights.

Favoring buying exchanges.
Opposing house to house canvassing.

Opposing the free deal.
Favoring inter-insurance among retailers.

Favoring the maintenance of the retail selling price by the manufacturer.

Renewing allegiance to the National Association and to the Pacific Coast Association.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Late Fall Helps Food Crops.

Variety of Conditions Improve Prospects During October and Crops Gained Two Per Cent. Since September 1st. General Outlook Now Fair. High Prices Paid to Farmers.

Favorable growing weather, general rains, warmth and absence of widespread frost during the past month in most parts of the United States improved the prospects of nearly all crops which had not previously reached maturity. As a consequence the condition of all crops combined on October 1st was approximately 13.3 per cent. below average conditions on that date, as against 15.2 per cent. below average conditions on September 1st, 14.1 per cent. below on July 1st, and 10.7 per cent. below on June 1st.

The condition of crops specified on October 1st (or time of harvest) on the basis of 100 representing average conditions (not normal), was as follows:—

Apples, 114.1; Cotton, 106.9; sugar cane, 106.5; lemons, 104.6; pears, 103.6; grapes, 103.4; sugar beets, 102.4; oranges, 101.6; cranberries, 100.0; rice, 99.0; peanuts, 96.8; sorghum, 96.7; buckwheat, 96.7; sweet potatoes, 94.2; corn, 89.6; potatoes, 82.7.

Prices paid to farmers in the United States on October 1st, compared with October 1st last year, for barley averaged 45.6 per cent. higher; potatoes, 30.2 per cent. higher; hay, 22.7 per cent. higher; oats, 17.4 per cent. higher; corn, 7.5 per cent. higher; buckwheat, 2.4 per cent. lower; wheat, 5.7 per cent. lower; chickens, 6.0 per cent. lower; butter, 9.2 per cent. lower; eggs, 10.7 per cent. lower; flaxseed, 12.4 per cent. lower, and cotton, 23.3 per cent. lower.

Sweet potatoes are about holding their own, and still range from 40 to 45 cents per basket. This is a little above last year.

Help Yourself

by buying your groceries for cash and without the expense of traveling salesmen :: ::

Write for "THE CASH GROCER" containing our full price-list on a large and complete line of Groceries

Note the following for this week only:

SALMON, Little Commodore Brand, Extra Fancy	
Red Alaska, 1-lb. tall cans, 4 doz.	per doz., \$1.87½
5 or 10-case lots	per doz., 1.86
A Big Bargain in very fine quality Red Alaska Salmon.	
LARD SUBSTITUTE, Flake White Brand, 60-lb.	
tubs, single tubs	per lb., .07½
5 or 10-tub lots	per lb., .07½
RAISINS, Ensign Brand, Fancy Fresh Coast	
Packed, Seeded, just in, 36 ls	per lb., .08½
5 or 10-box lots	per lb., .08½
ROLLED OATS, 90-lb. bags	
5 or 10-bag lots	per bag, 2.52½
5 or 10-bag lots	per bag, 2.50
PEAS, Cohocton Brand, Fancy New York State,	
Sweet Wrinkle, No. 2 cans, 2 doz.	per doz., 1.32½
5 or 10-case lots	per doz., 1.30
WRIGLEY'S MINERAL SOAP, 100 5c cakes	
5 or 10-box lots	per box, 2.85
5 or 10-box lots	per box, 2.80
With each box we will give 1 27-cake box free, which brings the price down to about 2¼c per cake. F. O. B. cars, Philadelphia. No free delivery in any quantity.	
SOUSED MACKEREL, Bon Accord Brand, No. 1	
flat oval cans, 4 doz.	per doz., 1.25
5 or 10-case lots	per doz., 1.22½
PARIS CORN, New goods, pack and crop 1911,	
just in, No. 2 cans, 2 doz.	per doz., 1.02½
As many or as few cases as you want, but not over 25 cases to any one buyer.	
TOMATOES, Greenwich Brand, Extra Fancy Jerseys, new goods, crop and pack 1911, No. 3	
large cans, 2 doz.	per doz., 1.07½
5 or 10-case lots	per doz., 1.05
Very fine quality goods and a big bargain.	
PICKLES, 10-gallon kegs, 600s	
10-gallon kegs, 600s	per keg, 2.87½
10-gallon kegs, 400s	per keg, 2.80
LION COFFEE, 100 packs	
Just about one dollar per case below present market value.	per case, 21.00
STARCH, Rex Brand, large lump, laundry, 50-lb.	
boxes	per lb., .02½
5 or 10-box lots	per lb., .02½

Send us a Trial Order for your Groceries

All goods guaranteed to be precisely as represented and to give entire satisfaction or they may be returned at our expense of freight both ways :: :: :: ::

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street

28 N. Delaware Avenue

PHILADELPHIA, PENNA.

WITH THE EDITOR

This journal has received from the Martin Wagner Co., canners of Baltimore, Md., an advertisement which inspires some reflections on the sort of advertising that lasts. It is a reproduction, typographically sumptuous, of Senator Vest's famous tribute to the dog, which incidentally has been a literary favorite with the writer for many years. The story is that Senator Vest was employed to defend a man who in protecting his dog from assault or in resenting an assault upon the dog, had seriously attacked another man. He sat through the trial taking no part whatever, but when the time came for the summing up, he rose, and without making the slightest direct reference to the case delivered a tribute to the fidelity of the dog which will always rank as one of the most beautiful things in the language. Here it is:—

A man's dog stands by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground, where the wintry winds blow and the snow drives fiercely if only he can be near his master's side. He will kiss the hand that has no food to offer; he will lick the wounds and sores that come in encounter with the roughness of the world. He guards the sleep of his pauper master as if he were a prince. When all other friends desert, he remains. When riches take wings and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens. If fortune drives the master forth an outcast in the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him to guard against danger, to fight his enemies, and when the last scene of all comes and death takes the master in its embrace and his body is laid away in the cold ground, no matter if all other friends pursue their way, there by his graveside will the noble dog be found, his head between his paws, his eyes sad, but open in alert watchfulness, faithful and true, even to death.

Now here is something which although it is sought to connect it as an advertisement with a certain one of the Wagner brands, really has no direct connection with the business of the concern issuing it. By all the fundamental laws it is not the kind of advertising that has the slightest influence on business, and would be dismissed possibly by the majority of experts as of no value whatever.

The writer's personal opinion, however, is that this tribute of Senator Vest's, issued in this form, has more advertising value than a bushel of the average calendars and souvenir cards that each day sees ground out by the million. Especially those which enterprisingly bear their sponsor's name and business printed boldly across the face.

Who can say there is no advertising value in something that all people with a heart will cherish and preserve—may even frame, for the Wagner Company have not thought it necessary to disfigure it with their own name so that it may not be framed. If there is any advertising value whatever in matter which is not a direct appeal for business, it would surely appear to be present in something which people want to keep by them, and which continually suggests the giver's name and business.

In Denver, Col., the wholesale and retail grocers have lain down together on a new platform. For some time there

A Bad Plan from Denver, Col.

has been friction between them, chiefly over the persistence of certain jobbers in selling hotels and restaurants to the exclusion of the retailer. Now the two have divided the city between them. A wholesale zone has been created to embrace the central part of the city, within which the jobber can sell hotels and restaurants. Outside of it the hotels and restaurants must go to the retailer and pay retail prices.

Another custom is abolished in the interest of the retailer—that of jobbers selling their employees goods for their own consumption at wholesale prices. From this on the employees of the jobbers must buy of the retailer.

The second of these two innovations is well enough, but the first is bad. It is bad for several reasons. First it amounts to a complete sacrifice of principle on both sides, and is no more than an arbitrary division of the trade between the two classes on non-

competitive terms. It is a mutual sacrifice of principle because it is either fair or unfair for a jobber to sell hotels and restaurants. If it is fair, no restriction can properly be put upon his doing it ad libitum. If it is unfair, he ought not to be allowed to do it at all.

And because it is no more than a mere arbitrary division of the trade, it is in the writer's judgment dangerously close to a combination in restraint of trade. That of two restaurants within a stone's throw of each other, one may buy of the wholesaler and the other may not, is on its face the rankest discrimination. It is both morally unfair and legally unsound, in the writer's judgment.

All such schemes to settle who has the right to sell hotels and restaurants merely temporize and beg the question. The only way to settle the problem is to settle it.

During the last few days an interior Pennsylvania retail store has sent the following letter to a large New York manufacturer:—

A Beggar.

Dear Sir:—We wish to announce that our Mr. —, son of Mr. —, is now manager and buyer. Mr. — was recently married. An announcement was sent you. He has just gone to housekeeping and is being remembered by all firms. Since Mr. — will look after the buying he will keep you in mind. We would very much appreciate it if you will send him a remembrance from your firm. Thanking you in advance, etc.

The manufacturer to whom this was addressed is authority for the statement that he received a similar request several months ago, the occasion then being the engagement of the same employee. The manufacturer further says that this store has never bought but one bill of him, and that a small one!

Of all the forms of cheap and cheeky grafting this is about the limit. No pride, no dignity, no self-respect—the hand out day and night for what it can gather in!

The writer supposes this enterprising buyer would hotly resent an insinuation that he is in the

class with street beggars, yet the writer sees no material difference. If there is any difference, it is in the street beggar's favor, for very often he begs from necessity, while this grafting buyer begs from choice.

Apropos of Pennsylvania Food Commissioner Foust's recently announced intention to go after stale and wormy cereals, the "American Miller" makes the following error:—

If the Pennsylvania Pure Food Commissioner is not misquoted by the Philadelphia papers, he has taken a preposterous position with reference to cereal foods. He is reported as saying that this is the season of the year when the guileful manufacturer of cereal food induces the guileless retailer to stock up with breakfast foods. Later the cereals become infested "with innumerable bugs and worms." And the Food Commissioner says his department proposes to make it serious for such offenders; evidently meaning the manufacturers of the goods.

It is to be hoped that Mr. Foust will take counsel with himself before he proceeds against manufacturers of cereal foods on such grounds. He would never dream of proceeding against fruit raisers or commission men, simply because their produce spoiled on the grocer's hands. He would take the ground that the grocer should not buy more than he was reasonably sure of selling, or take the consequences of its spoiling. Grain and grain products are also liable to spoil. The mere act of milling does not give grain products an imperishable quality. They are liable to attacks from "innumerable bugs and worms," among other things; and for this the miller is no more responsible than is the grower of fruit, vegetables or potatoes, for the fact that these products will spoil after they leave his hands; sometimes very quickly under adverse conditions.

And after taking counsel with himself, we trust that Mr. Foust will also take counsel with some economic entomologist. He will learn that grocery stores are often the abode of "innumerable bugs and worms," and that perfectly sound cereal goods are often infested from the grocers' shelves. The entomologist will probably advise him to get after the grocers rather than the manufacturers.

Commissioner Foust never said he intended to go after the manufacturers of breakfast foods, and no Philadelphia paper said he did so far as the writer knows. Certainly this journal, which exchanges with the "American Miller," did not say any such thing. The Commissioner's on-

ea has been to go after *retailers* who had in their possession, with intent to sell, cereals found to be adulterated.

And justice compels this journal to agree that in many cases the attack is properly made on retailers. The spoiling of breakfast foods before they can be sold is in many cases due to the fact that the retailer bought too many at a time. The fact that he bought too many at a time is due to his desire to benefit by a free deal or by some circumstance arising from large purchasing. Either of which is a mistaken idea in the writer's judgment, for cereals are perishable and should be bought as needed.

Of course, in cases where goods were bad when they left the factory, the blame is the manufacturer's and in that case the prosecution must be against him.

Grapes in baskets are about the same, but wine grapes are glutted and declined in price. The range was 38 to 40 cents per 20-pound basket, but the price is now 35 cents and may go lower, as the receipts are very large.

Here's the Answer to Mail Order Competition

To the last issue John A. Green, secretary of the National Retail Grocers' Association, contributed an article in which he said that a pressing question of the trade was how the retailer could meet the competition of the mail-order house.

He said the crux of the question was—how can he meet the mail-order price? It will be discussed, according to the secretary, at the trade conference to be held in Chicago next Wednesday, the 18th.

I can tell how the retailer can meet the competition of mail-order houses, or anybody else, and no matter how many conferences consider the question, they will all, if they are honest, reach the same conclusion that I reach.

An ordinary retailer can meet mail-order competition only when he can meet the mail-order price, and he can meet the mail-order

price—and live—only when he can buy as cheaply as the mail-order house buys.

He can buy as cheaply as the mail-order house buys—and here is the beating heart of the question—only when he is allowed to buy of the manufacturer, through buying combinations among himself and his fellows, whose united purchases will equal the mail-order concern's purchases.

If the small retailer is buying as cheaply as the mail-order house, of course he can meet its competition. But is there any likelihood of his being able to buy of the manufacturer? None whatever, as I see it. First, the jobbers are against it, and so would I be if I were a jobber. It means their very right to exist, and from their standpoint they are right in closing the door to co-operative buying among retailers just as tightly as they can.

Second, the manufacturers are against it—most of them—because the jobbers are. The manufacturer looks on the jobber as his immediate medium of distribution, and if the organized jobbers turned against him, he might be in a bad way. He is afraid to risk it, therefore he refuses to have direct relations with the retailer, and will keep on refusing. The jobbers are pretty strongly organized, and in spite of monopoly laws they could in perfectly lawful ways give any manufacturer a bad quarter of an hour who attempted to oppose them.

This is the plain English of the question, and there's no denying it. If the various interests can ever see their way to allow the retailer to buy direct, co-operatively, he will have a chance to compete with anybody. Until he can buy at the price, in this way or some other, he'll have no chance, in my judgment.

E. J. B.

A few late peas from Virginia have come North during the week, and the range is \$3 to \$3.50. The demand is limited.

Makes Money Going and Coming

Your profits come two ways on Dandelion Brand Butter Color, viz.:

Way No. 1: Sales to your buttermaking customers;

Way No. 2: Sales of these customers' butter.

In addition to this, you get credit for handling the best article of its kind in the world.

Dandelion Brand Butter Color is positively without equal. It gives a rich golden June shade. It never turns rancid or sour.

It doesn't affect the taste, odor or keeping qualities of butter. It is endorsed by every authority. And its action is always safe, its color always uniform.

You owe it to yourself and to your trade to send an order for Dandelion Brand Butter Color. Send it now—while you think of it.

DANDELION BRAND

THE BRAND WITH



BUTTER COLOR

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.

Manufacturers of Dandelion Brand Butter Color

The New York Letter

Sweeping Campaign Against Food Law Violators. More Talk Over Colored Tea Tests. Illegal Fruit Rebates Under Discussion. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, October 12, 1911.

Edward Farrell, manager for James Butler's stores, one of the most extensive grocers in this city, pleaded guilty on Monday afternoon before the Court of Special Sessions of having in his possession 43,399 cans of condensed milk which had fermented so that it was not fit for food. He was fined \$500. His was one of 50 cases scheduled to come before the court, but it was the most important and the fine was the heaviest assessed. Mr. Farrell said that the entire lot had been received only a few days before the inspector called and made the seizure. Mr. Farrell said that he had no knowledge of there being anything wrong about the milk.

The justices in the Court of Special Sessions decided that as the milk was in the store the law had been violated.

Louis Strudler, of 197 Duane street, who sells eggs to East Side peddlers, was convicted of having 34 cases of bad eggs in his store. He was called "the king of rotten egg dealers" by the assistant corporation counsel.

Two retail grocers, William Herzog, 1509 Avenue A, and William Bolte, 905 Sixth avenue, were before the court for having the sign "fresh" over eggs that were bad.

Another retail grocer, B. Schmuer, 21 Suffolk street, was fined \$500 for having whisky said to contain 40 per cent. of wood alcohol.

Several retailers were up for selling liquid milk that had been "watered."

A delicatessen dealer, Samuel Herman, 3373 Broadway, had a chicken in his refrigerator that was black, the inspectors said. He denied that he intended to use it for food, but it was suggested that he should not allow any suspicion to attach to his chicken salads.

In all, there have been 56 cases of food law violations before this court during the week. In 10

cases fines ranging from \$20 to \$500 were imposed. Many of the defendants obtained adjournments.

Secretary Wilson, of the Department of Agriculture, has notified the counsel for the saccharine manufacturers that he is not disposed to reopen their case. The Secretaries of the Treasury and of the Department of Commerce and Labor have not as yet replied to the petition for a rehearing.

Unless the case is reopened the decision prohibiting the traffic in saccharine as food will become effective early next year.

There is a growing sentiment on the West Side, in the wholesale district, that the Federal food law will be enforced more stringently than ever, now that Dr. Wiley is to have more complete control of the work. It is believed that the enforcement of the law will extend into several lines and various details that have been overlooked in the past.

One of the subjects to which the Federal inspectors are now giving attention is the method of treating unripe fruit, such as bananas and oranges, so that a day or two after their arrival in this city they are converted from a vivid green to a bright yellow color. It is said that strong acids are sometimes used besides a sweating process.

The benzoate of soda discussion will not down. Now the trade has been notified of an opinion of the German Health Commissioners who agree with the contention of Dr. Wiley that the product is harmful when used in preserving foods.

While the Remsen Board overruled Dr. Wiley on this subject, yet it has continued an issue, especially as some manufacturers have been making it a point to advertise products free from benzoate.

The food and drug laws were among the subjects that received

the most attention at the 37th annual convention held by the National Wholesale Druggists' Association in the Hotel Astor Tuesday of this week.

The president, Dr. W. J. Schiefelin, spoke on the division of control among the several Federal departments and the State Governments in matters affecting the food and drugs of the nation. He advocated as a remedy for present evils the establishment of a National Bureau of Health.

New orders for colored tea tests have been received by the local surveyor from Washington and follow a conference held here last week by James F. Curtis, Assistant Secretary of the Treasury, with the members of the Tea Board.

The new orders make provision for uniform examinations in all ports, as far as practicable, and for analysis in cases in which the commercial tests reveal evidences of coloring. The presence of artificial coloring or facing in any amount is to be sufficient reason for rejection.

At the next meeting of the New York Retail Grocers' Union John L. Walsh, the city's Commissioner of Weights and Measures, is expected to be present and to speak on the work of his department.

The work of the department has recently been examined by the State's inspectors and a report most complimentary to Mr. Walsh was issued as a result by Dr. Reichmann, the State Superintendent of Weights and Measures.

According to this report, short weight packages have decreased in this city from a proportion of three-fourths of all sold over counters, to less than one-sixth.

Mr. Walsh says that to cut down the proportion of short weight packages still further will require larger forces of inspectors. This will also be necessary in order to hold the ground already gained. He favors the keeping of a large enough force of permanent inspectors so as to make frequent inspections of all markets and so make the use of crooked scales practically out of the question.

The United States Circuit Court of Appeals this week confirmed the conviction of Charles R. Heike, former secretary of the

American Sugar Refining Co., who was convicted over a year ago of frauds against the Federal Government in the underweighing of sugar. It is said that no further appeal can be made. The sentence was eight months imprisonment on Blackwell Island and a fine of \$500.

The New York Fruit Exchange is continuing its efforts to stamp out the rebating evils that have long been a source of disturbance in the trade. It is said that several brokers are known to buy only from certain importers who are supposed to pay rebates and that the brokers in order to get the rebates betray the interests of their clients.

The facts seem to be generally suspected and even the identity of the brokers and importers seems to be pretty well known in the trade, but nobody on the outside has the evidence to warrant any proceedings.

Circulars have been issued however, calling attention to the law in this State against rebates, making the practice a crime, and inviting all to join in stamping out the evil.

The officers of the exchange say that reports as to the widespread character of the practice have been exaggerated, but it is admitted that the evil has been extensive enough to cause a lot of agitation.

There are reports, too, of rebate evils in some other branches of the grocery trade such as in the sales of various kinds of limited price products. According to the rumors, jobbers find ways of giving rebates in pushing sales without having such rebates appear on the records. For instance, 50 cents may be taken off the price of another article sold to the same retailer. Or the salesman may actually hand over the rebate in cash.

Such instances are easy to tell about in the trade where gossip travels fast, but necessarily it is almost impossible to get evidence.

SUMMARIZED MARKET CONDITIONS.

Spot coffees are dull, as the drop in options early in the week has a depressing effect. Prices of spot supplies are maintained, however, and this is ascribed to the concentration of the holdings.

LAST deal on VAN CAMP'S MILK for the year. The cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided, so you will appreciate the importance of the proposition which follows: We are going to give grocers one more chance to lay in a winter supply of VAN CAMP'S MILK. This will positively be our last big deal of the season. Order now. Get your VAN CAMP'S MILK delivered and billed in October, and on every jobber's bill dated in October and sent to us we will return the bill with the following cash rebate remittances:

\$1.00	cash rebate on each	5 cases
2.25	cash rebate on each	10 cases
6.25	cash rebate on each	25 cases
13.75	cash rebate on each	50 cases
30.00	cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesmen, or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once. Don't lose this opportunity to make money.

The Van Camp Packing Company
INDIANAPOLIS, IND.

The country buyers take only sufficient quantities for immediate requirements. The mild grades are quiet and firm in sympathy with Brazils.

New business in refined sugar is quiet and no special improvement in this respect is looked for at present, although in some quarters it is said that the country will soon need more sugar and will buy it even at the high prices. All interests quote 6.75 cents less 2 per cent.

There is a steady movement of teas into consumption, but buying is confined to small lots. It is said that any concessions in prices would result in larger business, but holders are firm in their views. Some of them are predicting still higher prices to come a little later. The trade is still awaiting decisions as to the admission of Japans that were held up on the Western Coast.

In canned tomatoes the market has an easy tone. There is some reselling by jobbers who bought No. 3 Marylands at 70 cents or so early in the season and now take profits by selling for 95 cents or so, delivered in New York. The resales are in lots of one or two carloads for requirements and there is no large business. Reports from the South are that the packers have only moderate supplies for late orders. Corn is somewhat unsettled, as the packers are offering more freely. The jobbers are generally making deliveries on early contracts and are not disposed to make new contracts for additional supplies until conditions indicate more clearly whether or not the stocks already bought will be sufficient. Peas and State string beans in spot supplies are scarce and firm. There is only routine activity in other canned vegetables.

While the demand for canned fruit is light, yet the offerings are not urgent and the market is firm. Pineapples continue somewhat scarce.

Domestic sardines are strong. Most of the packers have withdrawn their offerings and higher prices are predicted. Jobbers are awaiting deliveries of Alaska salmon on contract and it is expected that quite heavy supplies will begin coming in the next week or two.

Flour is moving slowly in a routine way and at prices that are

fairly steady. The spring wheat patents are still quoted in a wide range from \$5.40 to \$5.85.

Butter is firm, with moderate trading. There has been some shifting of the demand to storage creamery in which there is considerable trading at full prices, about 29½ to 30 cents for specials and extras at 28½ to 29 cents. The arrivals of fresh creamery are moderate and the specials are

bringing as much as 32 cents; extras 31 cents; firsts 27 to 29 cents.

The egg market is generally steady, but the trade is quiet. On prime to choice qualities of fresh eggs, values are well sustained. Lower grades are still being pressed for sale. There is said to be a fair movement of refrigerator eggs. The fresh gathered Western extras are quoted at 30 to 31

cents; extra firsts at 26 to 28 cents; firsts 23 to 25 cents. On fancy grades of fresh gathered eggs from nearby henneries high prices are obtained for exclusive trade, as much as 35 to 40 cents being paid.

FRED. A. MCGILL.

CORRESPONDENCE.

To Buy Stools.

Bethlehem, Pa., Oct. 5, 1911.
To the Editor.

Dear Sir:—Where can I buy store tools or chairs to be screwed on the side of counter.

Yours,

H. H. SEIFERT.

H. F. Heacock, 51 North Second street, Philadelphia, can supply these.

A Suggestion.

Morristown, N. J., Oct. 5, 1911.
To the Editor.

Dear Sir:—I like the departments of your weekly. Please do not omit the Window Dressing Department, as you did in the issue of September 25, 1911.

I am taking the privilege to urge you to open another department dealing with horses and wagons. These are things that all grocers use.

Yours truly,

JACK BOVITZ.

Goods Under Private Label.

Shillington, Pa., Oct. 4, 1911.
To the Editor.

Dear Sir:—I am a constant reader of your valuable paper and would greatly appreciate information where I could buy in quantities under my own label cocoa, rice and cornstarch.

Thanking you in advance, remain,

Yours,

L. B. KLOPP.

For cocoa, correspond with Croft & Allen, Thirty-third and Market streets, or with Jay F. Garber, care H. O. Wilbur & Sons, 235 North Third street Philadelphia. For rice, D. F. and H. Craig, 207 South Front street Philadelphia, and for cornstarch the American Starch Co., Lititz Pa.

Error in Van Camp Milk Advertisement.

Through a telegraphic error the rebate on fifty cases of Van Camp's Milk appeared in the advertisement in the "Grocery World and General Merchant" of October 2d, as \$18.75. The correct amount of the rebate and full particulars of the plan will be found by referring to their advertisement, which appears elsewhere in this issue.

John Arbuckle Says Sugar Duty is an Outrage and He Will Fight to Abolish It

Says the Tariff on Sugar is Seventy-eight Per Cent. of Its Value and Taxes Poor Man Unfairly. Western Beet Sugar Men Only Beneficiaries.

John Arbuckle, of Arbuckle Bros., independent sugar refiners, went to Europe last Thursday, and before he left he gave out a statement in which he denounced the tariff on sugar, and declared that when he returned home he should do all he could to have it repealed. The statement discusses the effect of the tariff on the consuming price of sugar and its partial text is as follows:—

I propose to devote all my time and all my ability and all my strength to the abolition of all import duties on raw sugar, a most wicked tax on a food necessity of all our people. It taxes the man who works for a wage of a dollar a day as much as it taxes an Astor or Morgan or Rockefeller. Each eats, or at least needs, the same amount of sugar, and they pay, not according to their ability, but according to their needs, reversing an elemental rule of taxation.

Just look at these figures showing how the prices of refined sugar to the consumer are made up. I disregard the abnormal price lately prevailing for the raw product and take a normal price: Price paid by New York refiners for raw sugar, 2.4 cents. Duty per pound, 1.685 cents.

With the raw sugar costing the refiner 4.085 cents per pound, his price to wholesale grocers for granulated sugar is about 4.9 cents per pound and the wholesale grocers' net price to the New York retail grocers per pound is about 4.95 cents, and the retail grocers' prices to consumers was between 5.15 and 5.25 cents per pound. So that for every pound of sugar going into a household in New York City at 5.25 cents per pound, the Government of the United States has exacted 1.685 cents, or almost one-third of the total price. It means that every household that now buys three and a half pounds of sugar could for the same money buy five and one-quarter pounds if this tax were removed.

If, as some one has said, sugar is the comfort of old age and the

delight of youth, your Uncle Sam is engaged in taking candies from children, the height of meanness. The duty on raw sugar is 78 per cent. of its value.

You will be surprised to compare this import duty with others:—

Commodities	Duty.
Sugar	78.87 per cent.
Champagne	70.00 per cent.
Automobiles	45.00 per cent.
Furs	50.00 per cent.
Diamonds	10.00 per cent.
Pearls	20.00 per cent.

The duty which the United States exacts on the importation of raw sugar holds up the price of the beet sugar, as well as the cane sugar, for the gentlemen who are manufacturing beet sugar exact from the public every penny they can get. The beet companies have stated, as I am informed, that they can produce beet sugar at from 2½ to 3 cents per pound. They sell at from 5 to 7 cents.

In California the beet sugar is sold just under the price of the cane sugar, and the cane sugar, although it is manufactured from Hawaiian raw sugar, which is admitted free of duty, costs the consumer the New York price of refined sugar, plus the freight. In short, the beet sugar people use the tariff to exact the uttermost penny for their product.

In Utah the beet refineries exact the full price of the San Francisco market, plus the freight across the Rocky Mountains. Everywhere the beet sugar manufacturer takes full advantage of the tariff tax, and it results that the people of the United States pay the tax to the Government on the cane sugar and to the beet sugar barons on the beet sugar. The saving to the American people on the sugar consumed last year, if the tax were removed, would amount to almost \$150,000,000.

The beneficiaries of the duty are planters of cane in the Hawaiian Islands, Porto Rico, Louisiana and the Philippines and the manufacturers of domestic beet sugar. We are taxed for the benefit of Louisiana and the domestic beet sugar producers. The domestic beet sugar interests need no protection. The American Sugar Refining Co. has \$20,000,000 of beet sugar capital.

Indianapolis Mayor Wants Twenty-five Cities to Unite to Keep Down Fruit and Produce Prices

sequel to Last Week's Incident, When He Sold Two Cars of Potatoes to People at Cost, in Order to Bring Down Commission Merchants. Also Asks Councils for Municipal Buyer to Watch Prices and Step in and Sell at Cost When Necessary.

Special Correspondence of "Grocery World and General Merchant."

Indianapolis, Ind.,

October 12, 1911.

The success of the plan described in my last letter by which Mayor Samuel L. Shank, of this city, brought two carloads of potatoes from Michigan and Wisconsin and sold them at 70 cents per bushel to the people has inspired him to make further attempts along the same line. In a communication to City Councils sent within the past week, he suggests that a municipal buyer be appointed to keep in touch with prices charged both by the producers and the dealers, and whenever they get too far apart to step

in and buy a few cars of stuff to be sold at cost.

Yesterday the Mayor gave out the following interview.

I am convinced that if twenty-five of our leading cities would do this the combines that maintain high prices could be broken. There are thousands and thousands of bushels of pears and apples going to waste in the orchards of Indiana because the commission firms who control the local market refuse to buy any more than are actually needed from day to day. Their plan is to keep the visible supply down and keep up the prices. The same conditions exist in other States and cities. While the people are oppressed by the high prices the markets are closed against an enormous supply of fruits and vegetables that simply go to waste.

The Mayor says the consumers have to get by at least two combinations before farm products reach them. In the potato and fruit

districts of Wisconsin and Michigan his buyers found growers' combines selling to commission combines in various cities, who manipulate the supply to make it easier to hold up prices, persuading the consumer that prices are high because the crops are poor.

The Mayor's buyers found the growers selling potatoes to commission firms at 49 to 51 cents a bushel. Since he started the movement for a municipal market the Mayor has received offers from independent producers in Minnesota to deliver potatoes in Indianapolis at 60 cents a bushel. The freight is 18 cents.

R. E. V. HARTLEY.

Greece to Make Currant Jelly and Ship It Here.

The National Assembly of Greece during its closing session enacted an amendment to the tariff law in virtue of which glucose may be admitted into Greece free of duty when intended for manufacture into sweets for export. This action greatly facilitates the operation of a recently drawn contract by which a well-known Greek firm is to manufacture currant jelly in Greece on an extensive scale for export to the United States, utilizing as an important ingredient American glucose furnished by a New York firm. The arrangement, which looks to the establishment of a

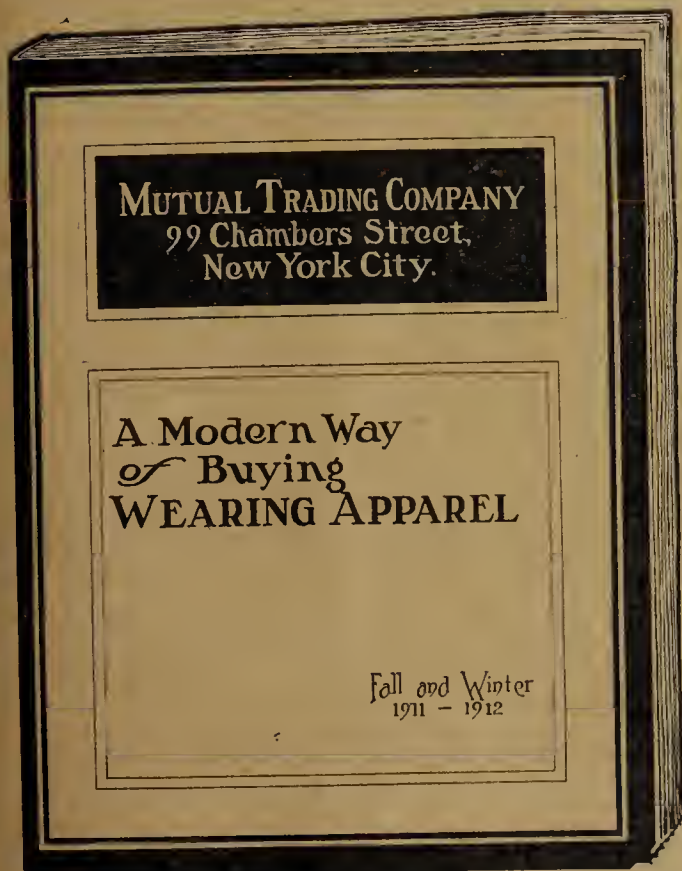
number of currant jelly plants in Greece, extends to 1925. It permits of use of 12,000 tons of glucose the first year, and increasing amounts in the future, as the development of the business warrants. This will have the double effect of providing a market in Greece for this important American corn product, and of enabling the Greek company concerned to dispose of a portion of the annual surplus of the currant crop, which is under contract to take from the Privileged Co. It will also promote the sale of glasses, jars and other containers, labels, etc., from the United States, since it is the idea of the parties to the undertaking to obtain all this material from America.

A New Method of Doing Business.

Every grocer and general storekeeper should be interested in the plan of the Mutual Trading Co. of New York to sell clothing without carrying any stock. This company issues a style book which is specially designed to sell goods. Show this book to your customers, take their orders and send them in to the firm, who ships the goods to you. You collect from the customer list price and send one half of it to the Mutual Trading Co.

This plan is certainly worth investigating. See their advertisement in this issue.

5,000 Merchants Use This Book



THIS Style Book is especially designed for you to sell goods from—if used freely this book will make money for you.

Because you are not an established clothing dealer do not take it for granted that you cannot *sell* wearing apparel. We have on our books to-day the names of 5,000 Grocers who, up to four years ago, had never even tried to take an order for wearing apparel. The majority are to-day doing a profitable business in wearing apparel.

It is not necessary to invest one cent in stock—all you need do is take orders from this Book and send them to us. We carry a complete stock of all garments listed and ship promptly orders of any size—one garment at a time if necessary.

You can show this catalog to your customers and take orders at the regular printed prices. From these prices you are allowed a trade discount of 50%.

This is a great opportunity for you to make money for the next three or four months. Send for this catalog to-day and receive complete information.

Mutual Trading Company, 97 Chambers St., New York



CXXIV.—Some Useful Information Regarding the Law of Mortgages.

Most laymen have a general idea of what a mortgage is, but there are certain phases of the law of mortgages which very few laymen know, although they come into force every time a mortgage is given or taken.

A mortgage is simply a lien on real estate given as security for the payment of a debt. It is practically always accompanied by a bond, which is really the evidence of the debt—the mortgage is merely the security. A mortgage can be given without a bond, and a bond can be given without a mortgage, but almost the universal custom is to give them both. The reason I will explain further on.

Under the old common law, the man who loaned money on mortgage got immediate possession of the property, but he had to give it back again when the debt was paid. The modern view is quite different. In practically all of the States, either by statute or court decision, a mortgage is looked upon as mere collateral security, passing no title and giving no right of possession.

There is a regular prescribed form for a mortgage, as well as for the bond which accompanies it, and the only safe way to give it or take it is after the prescribed method. Sometimes, however, the courts will construe as a mortgage a transaction which upon its face does not appear to be one at all.

For instance, a few months ago a small manufacturer owning the property in which his plant was operated became financially involved, and a trust company which held a first mortgage on it foreclosed it and was about to sell him out. The manufacturer induced his brother-in-law to buy it in and hold it until he (the manufacturer) could get the money to-

gether and take it over again. This arrangement was clearly made between them and was mutually understood. It was not in writing, but was made, or rather repeated, in the presence of a witness.

Much sooner than he expected, the manufacturer had a windfall, and went to the brother-in-law with the money to redeem. The latter had gotten the property very cheaply, and refused. The matter got into litigation, and the court held that the transaction was an equitable mortgage—that the parties clearly understood it as such—and that the brother-in-law must disgorge.

In this case the manufacturer, having nothing in writing, was much more than usually fortunate. With him it was good luck rather than good management. The only thing to do in such cases is to have every detail in writing.

Of course it is generally known that first and second, and even third mortgages are given on the same property. A piece of real estate worth \$10,000 can be mortgaged, let us say for \$2,000. That leaves a further mortgaging value of \$8,000, which can easily be encumbered the second time by a second mortgage of \$2,000 or even \$3,000. Occasionally I have known a third mortgage to be put upon it if the margin was large enough. Installment mortgages are constantly increasing in vogue, particularly when they are second mortgages. As their name implies, they provide that a certain percentage of the principal shall be paid off at each interest period.

Deeds of trust have taken the place of mortgages in some States. They are deeds conveying the property to be held until the debt is paid. Like the modern mortgage, they do not give the lender

the right to immediate possession.

The laws of all States provide for the recording of a mortgage, and its recording is exceedingly important to the man who has loaned money on it. Let me illustrate, by a recent case: A is a large wholesale merchant who up to six months ago owned the building in which his business was located. It was fairly worth \$30,000. He needed money and mortgaged it to the extent of \$15,000. The mortgagee (lender of the money) was a careless and eccentric individual and failed to record the mortgage for about nine months. Before he finally had it recorded, the wholesaler sold the property. Later, the interest having been unpaid, the holder of the mortgage attempted to sell the property, but the court said no. While the mortgage was good as between the wholesaler and the holder of the mortgage, it was void as against the property in the buyer's hands, because it had not been recorded, where the buyer could have found it when he searched to see what encumbrances were against the property.

A mortgage doesn't prevent either the mortgagor or mortgagee from selling the property or selling the mortgage, as the case may be. A can sell his real estate just as freely after he has mortgaged it as he could before, while B, who holds the mortgage, can assign the mortgage to C, and C can again assign it, and so on indefinitely. Moreover, neither party needs the other's consent.

Here is a very important phase of mortgage law—the liability of the man who buys a property that is subject to a mortgage. It is a general principle that the buyer of a mortgaged property is not personally liable for the mort-

gaged debt—unless he specifically assumes it—although the property is liable. For instance, A owns a business property and places a mortgage on it with C, after which he sells it to B. The interest is not paid, and C, the holder of the mortgage, forecloses upon it in the hands of B. The mortgage is for \$10,000, and the property brings only \$8,500. That leaves somebody still owing C \$1,500. Whether A, the original debtor, owes it, or B, depends on whether B has personally assumed it. He would of course have been foolish to assume it, but if he didn't watch out when he got his deed, he may find, greatly to his surprise, that he bought the property subject to the express condition that he should assume the whole debt. If he didn't assume it, C's only remedy is to go against A for his remaining \$1,500 on the bond which A gave with the mortgage. If B did assume the debt, C can sue him.

This is the reason, then, why a bond and mortgage are usually given together—because they afford double security.

There are several ways of foreclosing a mortgage when the interest is not paid, which it is unnecessary to go into here. Usually they comprehend the sale of the mortgaged property, no matter whose hands it is in, and if there is a good margin, there is usually no trouble to recover the sum at stake without suing on the bond also.

A word as to the distribution of the proceeds, and what happens to other mortgages and liens on the property.

A mortgages his property on first mortgage for \$5,000 on January 1, 1912. At that time there are no other liens against it. In April, 1912, judgment is obtained against him for \$500, which becomes a matter of record, and in July, 1912, he places a second mortgage of \$2,000 on it. During the year the city also files two liens against him—one for 1912 taxes and the other for municipal improvements. Early in 1913 the interest on the first mortgage is defaulted upon, and the property is sold for \$6,000—where does the money go? First, the arrearages for taxes and municipal improvements are paid, for they are always paid first, even though they

due long after the mortgage is paid. Next the first mortgage, with all expenses of collection, is paid, next the \$500 judgment, for which it comes next in point of date, and what little is left goes to the second mortgage, which is wiped out. The buyer takes the property free and clear of everything, and all the liens are swept away. In other words, practically all liens found against a property when it is sold under foreclosure proceedings are paid off in the order of their date, except public liens, such as taxes, municipal liens, etc., which almost invariably come first without regard to their date.

There is often considerable uncertainty in the mind of the tenant of a mortgaged property when it is sold under foreclosure as to its status. Had it been an ordinary private sale, the lease would remain undisturbed, for the property would be sold subject to it. Had the mortgage sale may not disturb it either—it depends on which had the earlier date, the lease or the mortgage. If the lease was made by the original owner of the property, before the

mortgage was given, it is good until the end. But if the mortgage was made, and then the lease, the buyer of the property at foreclosure sale can order the tenant immediately out, for his right was created before the lessee's.

(Copyright, October, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Apples are doing a little better and in consequence the demand has slackened off somewhat. The present range is \$2.50 to \$4.50 per barrel, and sales are slow.



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

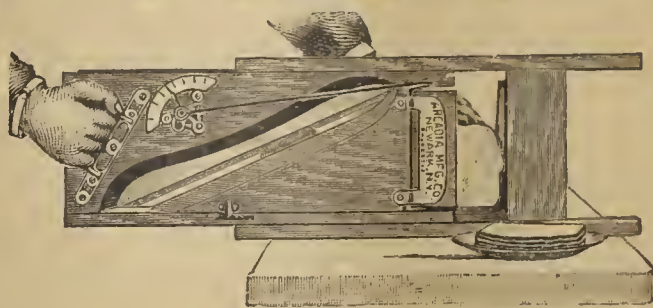
SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

SWISS CHEESE SLICING MACHINE

Also used for Bologna and Smoked Meats



PRICE, \$3.50

LARGE LINE OF
SCALES, COFFEE MILLS, TEA AND SPICE CADDIES

WRITE FOR ILLUSTRATED CATALOGUE

H. F. HEACOCK, 51 N. 2d Street, PHILA., PA.



Figure up Your Profit

Some day when you have a minute, compare the profit you can make on Rumford Baking Powders (prices in price list) with the profit you make on the powders you are selling now.

You will find that you make nothing like the same profit on anything except a cheap powder. Every high-grade powder in your stock pays less—and is a poorer powder at that, for no other powder is so wholesome, so pure and so thoroughly satisfactory a leavener.

You'll sell Rumford Powders some day as sure as you live.

RUMFORD CHEMICAL WORKS, Providence, R. I.



EAGLE BRAND CONDENSED MILK



BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands you will please your customers.

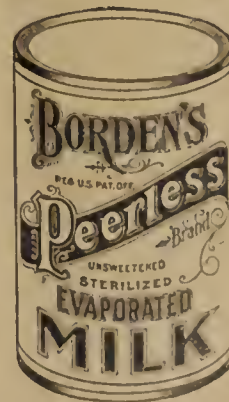
They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



THE STROLLER'S COLUMN



What D'ye Know About This?

Say, here's a sort of funny one. Let's see what you can do with it.

I get into a big grocery store up State about once every so often, and I made a trip there last week. I've been going there for five or six years and I know the boss and all the clerks like I know my own family. I'm sure they all think I'm a fine fellow, and if you'll take it from me, I am.

As bad luck would have it, I found I had to stay in the place all night. It ain't such a bum place to hang up over night—there's a good hotel there, and they serve a good supper and give you a good bed. But I had fixed it up to go on, and it sort of balled up my plans.

When I got through with my business at this store and was just going, one of the clerks hailed me.

"You're going to stay over to-night, aren't you?" he asked.

I said I was.

"Well, I want to see you for about five minutes to-night. Can I come up to the hotel?"

Tell the truth, I was glad to have him come. I'm tolerable comfortable anywhere, if I have somebody to gab to that won't butt in too often, so I told him to come up. Sure!

I had a right good supper and had just lighted up when the young fellow hove in sight.

"I don't want to talk down here," he said. "Can't we go to your room?"

Gee whiz, I said to myself—wonder if he's going to ask me to marry him.

"I've known you for about five years now," he said, when we got all fixed, "and I believe you can give me some advice about a matter. You get around a good deal and you're the man I've picked out to tell me what to do."

"I'll give you more advice than you can shake a stick at," I said,

"if you'll promise not to take any of it. My advice is all right as long as it ain't acted on."

"You leave that to me," he said. And then he unloaded.

"I've been working for Price for about six years," he said, "and I'm 29 years old. I wouldn't say he hadn't treated me right, on the whole. I'm getting twice as much wages as I did when I went there, and he's not a bad boss in most things. But I'm getting so I can't stand the tone of the store. Price is as crooked as a ram's horn. Not in big things—I don't think he'd steal money, or anything like that—but in small things. He turns sharp corners. His advertising isn't straight, and he often puts things over in the store that wouldn't bear to be shown up."

"Such as what?" I asked.

"Well, just to give you an idea, he had a big sale of peas on last month. Advertised them as the first receipts of the new 1911 pack. They weren't this year's pack at all—they were what was left of our 1910 peas. Of course nobody got hurt any, for they were just as good, although peas are higher this year, and he did put up the price a couple of cents. But whether anybody got hurt or not, it was a lie, and that's the way he does everything. He's doing those things all the time—don't seem to think anything of them. The man really don't appear to have any principles. Working for him goes against the grain more than anything I ever did in my life. Lie! Good Lord, the lies he tells in one day; it's a wonder they don't choke him!"

"Now, what I want you to tell me is this," he went on. "How can I stay there without being crooked, too? While we had that sale of peas on, customers asked me if they were new peas, and I had to tell them yes. What could

I do? Could I tell them my boss was lying? Even if I didn't actually tell anybody they were new, every time I sold a can for new, I lied."

"I don't suppose it would do the slightest good to have a talk with Price, and just show him what he's doing?" I suggested.

"No, it wouldn't. He wouldn't understand, and if he did he couldn't stop it—it's second nature. No, I've thought of that—it isn't feasible."

"Then there's only one thing to do," I said, "get out."

"I can't get out. I've got my mother and sister depending on me, and I wouldn't know where to go. I've been looking out for another job for a year—there hasn't a thing turned up and if you can't find a job when you're got one, you can't when you're out."

"Well, there's only the two things to do," I said, "stay or go. And if you stay, you've either got to reform Price or go along with him. That's the way I see it. I'd go if I were you. A steady young fellow with your experience in the grocery business surely ought to land something before long."

"I'm afraid to risk it," he said, "I'm in debt for a doctor's bill now."

Well, we talked for a couple of hours more, but we didn't get ahead any. There wasn't any way to see the thing but the way I sized it. Gee whiz, but it's a hard game, ain't it? I'd rather be that clerk than his boss, though. I don't know whether Price ever thinks about such things, but to look at a clerk and have to say to yourself—"that fellow knows I'm a liar and a crook. I've kept it from other people, but I can't keep it from him"—by gravy, but it must be fierce!

Seems to me if I was in busi-

ness I'd work harder to show the fellows that were working along with me that I was straight than anybody else. For if they knew it I'd be sure everybody else would.

THE STROLLER.

Warn Your Customers Against This Scheme.

Fake Solicitors for "Home Life" at 25 Cents a Year Offer \$1.25 Worth of Groceries as a Premium. Letter from Publishers.

Grocers should warn their customers about another fake soliciting scheme, which is now being operated in Philadelphia and doubtless in other sections, ostensibly in the interest of a Chicago publication called "Home Life." The publication costs 25 cents per year, and the solicitor who has been working Philadelphia offers to give \$1.25 worth of groceries as a premium, including sugar, flour, rice, cheese and butter, presumably to be bought from local dealers.

This journal received complaints of the scheme and wrote to the publishers of "Home Life," receiving the following letter:—

Chicago, October 10, 1911.

To the Editor.

Dear Sir:—In response to your favor of the 7th, wish to state that we have not given any of our subscription agents permission to use groceries as a premium in connection with "Home Life." I have a general agent by the name of E. J. Goldey, 910 Lippincott Building, Philadelphia, Pa., who has charge of all the "Home Life" agents in that vicinity, and am writing him to get in communication with you regarding these agents.

I wish to thank you for drawing our attention to this matter, as we are using every effort to eliminate the work which is being done by crooked agents, and we try to employ only those who are honest and reliable. "Home Life" is published in Chicago by the Balch Publishing Co., and we secure our subscriptions on the merits of the magazine in most cases. We have a few agents who use post cards as a premium, working in the western countries.

Yours very truly,
BALCH PUBLISHING CO.,
E. T. Balch,
Circulation Manager.

The solicitor gave 925 Arch street as his address, which immediately adjoins this journal's office.

Cranberries average \$6.75 per barrel for early black Cape Cods and \$2.50 per box. New Jerseys are a little lower than that. It is still too warm for much of a demand.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Don't Kick the Traces.—The selling and executive force of nearly every live concern experiences a shake-up once in a while. New blood is infused. New methods adopted. A new system established and often a complete new organization.

An old employee unless he is progressive is apt to kick the traces. In other words, he throws up his job rather than conform to the ideas of new men. Never be guilty of this.

In the first place the reorganization is going to teach you a lot. Keep still and know."

You're going to be trained to the very things that fitted these new men to fill the positions they were called upon to fill. And they're going to train you.

Getting mad and jumping out isn't going to change the mind or effect the business of the firm.

It only shows you up in a bad light. More than that, it keeps you from getting ahead.

"Careful—Don't Crush."—That's what the writer has printed on strips of yellow paper (black letter) four inches long and one inch deep and salesmen paste them on boxes of Tokay grapes, bags of tomatoes and peaches, boxes and bags of cake. In fact anything that is crushable and that is subject to wagon or boy delivery.

It might be well to point this paragraph out to your manager. We're all after suggestions.

Salary Raising Habits.—Earn more than you get. Be on the job early when the store door opens. Be a trifle late when it closes. "Even balance is just weight." Never put a half peck of potatoes in a 20-pound bag. One string each way around the package is nearly always sufficient. Yes, ma'am. Yes, sir.

Don't walk over a paper bag. Early morning thought—what can I do to-day to increase my sales. Remove that gloomy look.

Eight hours' sleep. Clean collar. Clean shave. Clean body. Clean frock. Clean mind. "I am going to learn something to-day about my business."

These gentlemen are practical salary raising habits undoubtedly practiced by Martindale, Acker, Walker, Pierce, Cobb, Jevne, Lehman, Park, Tilford, Drislane and all the rest of the big successful lights of the East and West.

"I Want To Leave An Order."—You know there are women that come into your store that want to leave an order and have no more idea what they want than the man in the moon. Such a customer is "pie" for the man that knows how to handle her. But that's the rub. You may kill the goose.

And you'll surely do it if you load her up with stuff that you recommend and that she can't possibly use in a year. It doesn't do to take advantage of inexperience.

That's Our 35c. Coffee.—Perfectly good taste and good business to hand an open pound bag of your freshly ground coffee to the customer to smell. It's the best introduction to a coffee talk.

She may be strong on Mocha or Java and she may or she may not be getting that combination from her coffee man. Anyway this that she has just smelled is pleasing as far as dry aroma goes and you can surely say that this 35 cent blend of yours you want to be introduced where true coffee character is appreciated.

Because in this coffee there is that flavor that takes hold, so to speak. The reason you sometimes miss this coffee characteristic, madam, is because the thing has little substance.

The reason this coffee right here is suiting the people is not only because it comes from Arabia or from Java, but because it is cultivated so as to produce drinking results.



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers	@ 1.50	\$.60	sell @ \$.03
50 5-in. "	2.50	1.25	".05
70 6-in. "	3.50	2.45	".06
50 7-in. "	5.00	2.50	".08
40 8-in. "	7.00	2.80	".10
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.
The Peters & Reed Pottery Company
ZANESVILLE, OHIO

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents



Try This on the Worn-outs

¶ Nobody who hasn't tasted **Wheatena** has any idea that a breakfast food can be so delightfully palatable. It is quite different from all the rest.

¶ If a customer has cut out all breakfast foods ("my family are tired of them") try her with **Wheatena**; if a customer has never eaten breakfast foods ("never saw any I wanted") try her on **Wheatena**; if a customer looks vaguely around the shelves for something new in breakfast foods ("don't seem to have an appetite for those things in the morning") try her on **Wheatena**.

¶ If **Wheatena** once gets in, your work is over. It'll repeat forever.

The Wheatena Co., Rahway, N. J.



Your Year With Gurnse Butter

You, Mr. Grocer, who took up with **Gurnse** butter around a year ago, hasn't this twelvemonth brought you comfort? Hasn't it been fine to know, when a shipment of **Gurnse** butter came, that it was sure to be all right? Hasn't it been pleasant to see your customers delighted, to hear no complaints of bad butter, "Not a bit like the last"?

Gurnse never did and never will or can betray any grocer's confidence. It is a fancy dairy butter, fine in every grain and the same month in and month out. We aim at uniformity really as much as at high quality.

Wrapped in brine-dipped parchment and sealed in cartons.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—39 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 SOUTH FRONT ST.
PHILADELPHIA, PA.

THE GROCERY MARKETS

Tea.

The tea market is in fair condition and an active demand is reported for everything desirable. No change has occurred in prices during the week, except in low grade blacks, which are all slightly higher than a week ago. Scarcity and extraordinary demand caused by present and prospective scarcity of greens is the reason. The Pure Tea Board decided during the week to chemically analyze all China teas which presented themselves for admission into this country, in order to ascertain without question if artificial color was present. If found to be present, the teas will be rejected.

Coffee.

The coffee market shows an exceedingly sharp advance during the week. All grades of Rio and Santos are $\frac{1}{2}$ to $\frac{3}{4}$ cent higher than a week ago, and milds of all grades are at least $\frac{1}{2}$ cent higher. The cause of the advance in Brazils is the continuation of bad crop reports and strong predictions from almost everybody of short crop. In fact, some of the bulls predict that the combined crops of all coffees this year will be about 1,000,000 bags less than consumption. The demand for coffee is good.

Sugar.

The sugar market shows no change for the week. Raws are still exceedingly scarce, and most of the refiners have very low stocks. Refined sugar is unchanged on a basis of $6\frac{3}{4}$ cents for granulated, and there is reason for predicting that the refiners will not allow the market to go any higher. The Western beet sugar factories have been a little late in starting, and new beet granulated is not fairly on the market as yet.

Fish.

Mackerel is exceedingly strong and scarce. Practically none are offering from Norway or Ireland, and the stock of Norway fish is believed to have been cornered in very few hands. As far as prices can be quoted, the market is at least \$1 higher than a week ago, and Norway is, for example, are

\$7 or \$8 higher than a year ago. Cod, hake and haddock are firm and will probably advance. Hake and haddock are practically cleaned up. The demand is fair. Domestic sardines are reported as stronger from the packing sections, but prices in secondary markets have not changed as yet. Imported sardines statistically strong, but unchanged in price. Salmon shows no change whatever; demand fair.

Syrup and Molasses.

Glucose has advanced 5 points during the week, and some holders of syrup have advanced $\frac{1}{2}$ cent. The demand for compound syrup is fair for the season. Sugar syrup is unchanged and dull. Molasses quiet at ruling prices.

Canned Goods.

Tomatoes are exceedingly strong, and show advances for the week. The market is somewhat unsettled, and it is therefore difficult to quote, but it is probable that $97\frac{1}{2}$ cents f. o. b. in a large way fairly represents market values. Some holders, however, are asking \$1, but on the contrary, a very few are still willing to sell at 95. The most reliable predictions are for much higher prices, unless the weather should continue so warm that more tomatoes can be packed than has been expected. Corn is steady and unchanged. So far as is known, Maine packers will deliver in full. Peas are still scarce and high. Apples are unchanged, and there is now reason to believe that New York apples will not go as low as was expected. California canned goods are unchanged and dull, and so are small staple canned goods.

Dried Fruits.

Prunes are still much excited and unsettled. The crop is reported from the coast as small, and if prices continue to advance, there will be a repetition of last season's remarkably high values. There has been no change in price since last week, the basis price in a large way coast being 6 to $6\frac{1}{4}$ cents, with a premium for 50s, a still larger premium for 40s, and a very large premium for

30s. The demand is not large. Peaches are quiet and unchanged. Apricots are dull at ruling high prices. Raisins are soft and in light request. Currants fairly active for the season.

Beans and Peas.

Domestic pea beans have sold during the week at unchanged prices, though the market is inclined to be weak, on weak reports from Michigan. The New York bean market, however, is relatively firmer. Domestic marrows are unchanged and so are California limas. Green and Scotch peas are very high, and the demand is exceedingly light.

Butter.

The consumptive demand has been very fair, and in consequence the comparatively limited receipts of fancy solid packed and print butter are well cleaned up at top prices. On all grades the market is well maintained and the quality is running fancy owing to the very favorable weather. The price is rather extreme at present, and as a result the consumptive demand is likely to suffer somewhat.

Eggs.

There is a good consumptive demand for everything in the shape of fresh eggs, as the market is comparatively bare. There is quite a surplus of mixed held and fresh eggs, however, which are hard to sell, even at relatively lower prices. The demand for storage eggs is moderate, and prices have not advanced proportionately with fresh. The outlook is for a continued good demand which will clean up everything that shows fine. No improvement in lower grades is looked for, however.

Cheese.

Cheese of all grades is in seasonable consumptive demand. Stocks of fancy cheese as well as under grades are short and the market is well cleaned up, with the demand fully equal to the supply.

Provisions.

All cuts of smoked meats are steady and unchanged in price. There has been a good active demand, and no material decline is

looked for until cooler weather. Pure lard is in good consumptive demand at unchanged prices. Compound is not quite so active and is steady at $\frac{1}{4}$ cent decline. Dried beef and barrel pork are unchanged and in good seasonable demand. Canned meats steady and unchanged.

INDIVIDUAL MARKET REPORTS.

Sugar.

Brazil sugars, Demeraras, foreign beets, Phillipines and Cubas have been sold at from 5.75 to 5.86 cents, prompt and October shipment.

The market closes with quotations on a firm basis, the refiners taking the supplies offered, and the chances of prices continuing at near their present level for quite a while ahead, yet strengthened by the reports in regard to the beet crop now being reaped in Europe. Five and three-quarter cents at the start of the week seemed to be the refiners' idea of what raw sugars were worth. Some had been sold at that figure to get here toward the end of October. There has been very little on offer to arrive before that time. Sugar from many different points has been offered to arrive around November 1st and after that date. Sugar that will be needed, but on account of the position being a trifle far off it did not find ready sale at the figures asked, $5\frac{3}{4}$ cents and over. European prices were sagging a little and the tone was reflected here. Last week came cables showing a decided advance in foreign beets, advices being that the roots going into manufacture showed a very poor yield, some reports stating "worse than expected," and the advance in European prices was thus explained on a basis satisfactory enough to arouse the interest of our refiners in sugars that could be laid down at the United States refinery ports and a firmer feeling was brought about upon the part of all holders of such sugar, even though the supplies offered were not for prompt arrival. Considerable business has resulted and at prices higher than could be obtained at the beginning of the week. It is natural to suppose that the beets on the other side would give a poor yield, the weather during these last months has been such as to make that a certainty. Prices have been based upon the expectancy of a short crop. The reaping is now con-

firming that view. If the condition turns out to be worse than expected there can be more advances. Prices are now at a point that measures a shortage of from 1,500,000 to 2,000,000 tons. That is a serious loss in the world's supply of sugar and if the results, as reaping progresses, confirm that lessened production, values will rule upon a high level until sugar users have overcome the lessened production by decreased demand. And if such a large shortage as 1,500,000 to 2,000,000 tons turns out to be a fact it will take quite a little time to make the adjustment. Sugar prices in Europe have acted rather spasmodically during the past month. There will be sugar coming in on the Continent from the new crops from now on and the shortage will have to be proved to keep prices up against the new supplies and the greater caution the trade will exercise in making purchases. Here in the United States we will have no temporary excess stocks until after the first of the year, when Cubas and Porto Ricos will be available. There will be a scarcity here until that time.

Refined Sugar.—All refiners at New York now quote f. o. b. basis 6.75 cents, less 2 per cent. cash, with Warner again accepting orders shipment at their option within two weeks. Arbuckle and Federal can ship promptly. The American Sugar Refining Co. continues about three weeks delayed, and Howell is behind about a month in shipping.

M. G. WANZOR & Co.
New York, N. Y.

Standard Canned Goods.

No. 1.

All hopes of a glut in raw tomatoes this season have been abandoned, and with it goes the only chance left for the canners to reduce their average cost of the season's output of the canned article, or to accumulate a surplus stock for the winter trade, not to mention the requirements for the following spring demand. Instead of a break in the cost of raw tomatoes the prices have ranged from 80 to 90 cents per bushel to the canners, the top prices of the season, with little hope of any lower level next week. Those optimists who had put their faith in a large October pack are the same hopeful beings who transferred their belief to September as the one big month that would produce the goods when August failed to play its part and live up to its record, and they are the large buyers now at the advanced prices. With one-fourth of month gone the chances now are so largely against even an average pack during October that the belated buyers are coming into the market with more confidence in the intrinsic value of the goods, and

the earlier buyers are replacing the tomatoes that they sold against their future contracts. Consequently the volume of business done last week in tomatoes may exceed the total in any previous week this year. Certainly the month's business in September totaled larger than any other month in the year. One need not be a "bull" necessarily to recognize the existing conditions and act according to one's necessities or environments.

Corn was fairly active again last week, and some of the orders came from markets that were supposed to have pretty well filled their requirements. It occupies a strong position in regard to the future. Sweet potatoes are active and firm and the demand for the new pack of spinach is increasing. The season for canning lima beans of the pole variety, flat beans, is practically sold out, and the stocks of that quality here are the smallest in several years. The bush limas will be over in a week or so, and they are nearly sold up also. The fall pack of string beans is much smaller than was expected and is a disappointment. Soaked peas as a substitute for seconds peas continue in demand. Sauer kraut, okra and tomatoes and plain okra are fairly active. The other lines of vegetables are firm but dull.

In the line of fruits, pears and apples were the most active, and they are being widely scattered at the attractive prices at which they are offered. Pie peaches and seconds peaches are selling in small lots, and the stocks left unsold are very small. Some business was done in blackberries last week, but the other articles of fruits were dull, though firm because of the small offerings.

Cove oysters are attracting attention because the fall canning season is opening up and orders are now being booked for forward delivery and for prompt shipment.

THOS. J. MEEHAN & Co.
Baltimore, Md.

No. 2.

Tomatoes are still soaring. Packers are becoming more indifferent every day, expecting the dollar mark, and they have reasons for their expectations. A larger proportion of the factories have shut down, with orders unfilled this year than we have ever known. Many have bought from others to cover contracts; some are trying to buy; others are still hesitating, not knowing exactly which way to turn.

Standards of reliable packing to-day are being quoted at 92½ to 95 cents for 3s, 72½ to 75 cents for 2s, and \$3 to \$3.10 for 10s, and it is difficult to fill orders even at these figures.

There is noted a better demand for Maine style and Country Gentleman corn of good and reliable

packing and the tendency of the market seems to be rather up than down, as buyers are beginning to realize that the expectations on these grades will not be near so great as anticipated. Standard Shoepeg corn, while low in price, is in better demand, and fancy, of which there were large sales of futures, is being held firmly by those fortunate enough to possess this grade.

Shoepeg corn is quoted at from 60 to 62½ cents for standard, 75 to 80 cents for fancy, 72½ to 75 cents for Maine style, and 75 to 77½ cents for Country Gentleman, according to grade and brand.

WILLIAM SILVER & Co., INC.
Aberdeen, Md.

Rice.

Good demand characterizes the movement for the week. Receipts are moderate in volume; shipments hither of sorts largely called for have been delayed, causing scant supply of such. The assortment of Honduras is widening, and Japans are coming forward slowly. Prices are steady at recent quotations.

Advices from the South note arrival of "first new" Carolina; the parcel shows the effect of the storm of August 28th. At New Orleans the market is steady, with daily offerings readily taken. Screenings in demand at advanced

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered,
U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

WHY OWN WEBSTER'S NEW INTERNATIONAL DICTIONARY

THE MERRIAM WEBSTER?

BECAUSE it is the only new unabridged dictionary in many years. BECAUSE it defines over 600,000 Words, 2700 Pages, 6000 Illustrations. BECAUSE it is the only dictionary with the new divided page. BECAUSE he who knows Wins Success. Let us tell you about this new work. WRITE for specimens of the new divided page, full particulars, etc.

G. & C. MERRIAM CO., Springfield, Mass.
Mention this paper, receive FREE, set of Pocket Maps

SPECIAL DIETETIC FOOD

These trade-mark crisscross lines on every package
Flour for cases of
KIDNEY AND LIVER TROUBLES
REQUIRING RATHER STRICT DIET
Unlike other foods. Ask physicians. For book
or sample, write
FARWELL & RHINES, Watertown, N. Y., U. S. A.

MAPLEINE The Popular Flavor

A STRONG DEMAND has been created for this new and delicious flavoring. It adds richness and delicacy to Cakes, Puddings, Icings, Candies, Ice Cream, etc., and makes a Table Syrup better than maple at a cost of 50c. a gallon.

See Price-list

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.



The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Secure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

prices. Choice grades scarce, the result of damage to the river (Mississippi) crop during harvest.

In the interior—Southwest Louisiana, Texas and Arkansas—the demand has been active, some mills running night and day to cover orders in hand. Prices are firm and held closely approximating list. There are exceptional reasons for a steady to firm range of values:—

First.—Foreign markets are strong and advancing, and are higher than for many years past. One result is that brewers are paying $\frac{3}{4}$ cent per pound higher for our domestic screenings than during previous years. This gives a sure foundation for values.

Second.—The Government reports indicate the supply this year (including the "carry over") as about 1,000,000 pockets less than last year.

Cables and correspondence from abroad note advancing markets.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

Evaporated Apples, Etc.

The evaporated apple market is active, demand continuing every day from export buyers. The domestic trade is also coming in a little better, but seem to be anticipating a lower range of prices and therefore are holding back except for small quantities. The evaporators are turning out as many apples as ever before, but the demand is offsetting the supplies, and while some traders consider this unusual, the demand keeps up nevertheless.

Prime quality, packed in 50-pound boxes, is quotable at $8\frac{1}{4}$ to $8\frac{1}{2}$ cents; choice $\frac{1}{2}$ cent per pound higher.

Whole apples are more plentiful this year and are quotable at from $9\frac{1}{4}$ to $9\frac{1}{2}$ cents f. o. b. packed in 50-pound boxes.

Evaporated apple cores and skins are in very good demand at around $1\frac{5}{8}$ cents, with $\frac{1}{8}$ cent per pound higher generally asked.

Desirable quality chops are very scarce owing to the good quality of the green apples. These are being sold in a small way at from 2 to $2\frac{1}{2}$ cents f. o. b. in bags.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

The Holland herring market has undergone quite severe fluctuations during this last week. At first prices advanced quite materially and the last cables arrived yesterday show a lower market for Holland herring. The demand is not very good as yet, but with prices not above the present level it is sure to improve now almost any day.

Scotch herring continue very high: the demand is fairly good,

although stocks are beginning to accumulate.

Norway Herring.—Market is quiet, but very firm and large fish very scarce.

Imported Oil Sardines.—There is no change in the situation. France unfortunately continues to report a practical total failure of catch of sardines and stocks are practically exhausted, except some $\frac{1}{2}$ boneless, which are also beginning to move.

In the Portuguese situation there is no change. The demand for Portuguese sardines continues very good and prices are very firm and tending higher.

Norway Mackerel.—The market is very firm and decidedly higher, but there are always some parcels in the market that can be had below the market. The opinion as to the near future is very much divided; some predict very much higher market, while some of our shippers urge us to sell quickly, claiming that market is likely to see a decline. It is impossible to say anything definite as to the Norway mackerel market at this moment.

Stockfish.—All grades are higher and some grades will be rather scarce this season.

STROHMEYER & ARPE CO.
New York, N. Y.

Spices.

The market continues active. The demand is good. Many articles in the line are exceedingly firm, with rising tendency. Higher prices are anticipated for a number of articles before the close of the month.

Pepper.—There is little change in any grade. Demand is exceedingly good. Stocks here are small and all arrivals are going at once into consumption.

Red peppers are firmer. Demand is good and prices are tending upward.

Cloves.—Spot stock is extremely scarce. A limited supply is expected this week at slightly lower prices.

Pimento (Allspice) very steady and in good demand. It is reported the crop is certainly a small one.

Nutmegs.—All grades are active with higher prices here and abroad. We expect some startling advances to occur during the next sixty days.

Mace very scarce. The demand is good. Higher prices are likely.

Cassias.—Saigon is unchanged. Batavia very scarce, especially the better grade. China is active and in good spot demand.

Tapiocas very steady and selling fairly well at unchanged prices.

Gingers.—Demand is very good. Prices are higher. We hear of bad crop reports of Cochin and Calicut grades and spot

prices here and in Europe are therefore slowly advancing.

Seeds and Herbs.—Caraway is firmer and has advanced. Celery and Poppy are unchanged. Marjoram is very firm with upward tendency.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Florida grapefruit are very scarce and very high—the best brings \$7.50 per box, and the poorest around \$3.50. A year ago the range was \$2.50 to \$4.

White potatoes are about unchanged. The range is 55 to 75 cents per basket. Some imported Irish potatoes came into the market during the week and brought \$2.50 per bag of two bushels and three pecks. They showed fine quality and sold readily.

Chestnuts are still glutted and cheap—\$2.75 to \$3.75 per bushel, and the demand is fairly good. There are some last year's shellbarks at \$2.50 per bushel, and black walnuts at \$1.25 per bushel.

Saccharine Men Still Demanding Rehearing.

Manufacturers of saccharine, through counsel, have sent a letter to Secretary Nagel, of the Department of Commerce and Labor; Secretary MacVeagh, of the Treasury Department, and Secretary Wilson, of the Department of Agriculture, asking for a rehearing on the decision which places a prohibition on the use of saccharine in all food products. This latest move is made in an effort to prevent the order of the three secretaries prohibiting the use of saccharine from going into effect on January 1st. The decision on which the order is based was given by the Remsen Board, and at first the manufacturers were told to dispose of their stock before July 1st. Later the order was modified, the secretaries postponing the date until January 1, 1912. In their plea for a reopening of the case, the saccharine manufacturers express a willingness to "have the sale and use of saccharine supervised as to absolutely protect public health." They also say they will be willing to label all food products containing the substance. They complain that they are not given enough time to get rid of their stock.

Federal Judgments Against Food Products.

More Cases of Adulteration and Misbranding Under Federal Food Law.

The United States Department of Agriculture has sent this journal the following reports of cases

JUDGMENT No. 889—ADULTERATION AND MISBRANDING OF VANILLA EXTRACT.

On or about June 8, 1910, G. H. Lowell, doing business as G. H. Lowell & Co., New York City, shipped from New York into Iowa a consignment of a food product labeled: "Solid Gold—Prime selected beans, Pure Vanilla Extract. Refined—XXXX Quality. Guaranteed by us under the Pure Food Laws, Certificate No. 5,047. G. H. Lowell & Co., 321 Greenwich St., New York." Samples were analyzed and it was found that artificial vanillin had been substituted in part for the article "Pure Vanilla Extract."

Upon arraignment the defendant entered a plea of guilty to the above information, and the court suspended sentence.

JUDGMENT No. 896—MISBRANDING OF COFFEE.

On or about May 10, 1910, Robert S. J. Steuart and Edward J. Knatz, trading as the Enterprise Coffee Co. and Steuart, Knatz & Co., Baltimore, Md., shipped from Maryland into Delaware a quantity of a food product labeled "Gold Star (picture of star) Trade Mark. Roasted Coffee, Java Flavor. Manufactured by the Enterprise Coffee Co., Baltimore, Md." Samples were examined by the Bureau of Chemistry, United States Department of Agriculture. The product was found to be from an old crop of Mellowed Rio, ordinarily termed a Golden Rio. The product was misbranded because the label bore the false and misleading statements that the product possessed a Java flavor.

The defendants entered a plea of guilty, whereupon the court imposed a joint fine of \$5.

JUDGMENT No. 914—MISBRANDING OF CHEESE.

On or about January 9, 1911, the Northern Wisconsin Produce Co., Manitowoc, Wis., shipped from Wisconsin into Georgia 100 boxes of cheese, invoiced as "S. Daisys" and bearing on the exterior of each of said boxes a penciled number, indicating the weight of the cheese contained therein. Seventy-five of said cheese were weighed by the Bureau of Chemistry, United States Department of Agriculture, and the results showed a total shortage of $53\frac{1}{2}$ pounds, or 3.23 per cent. in the amounts indicated by the labels on said 75 boxes.

The cheese was seized, but released under bond to sell in conformity to law.

JUDGMENT No. 928—ADULTERATION AND MISBRANDING OF MAPLE SUGAR.

On or about October 4, 1909, the C. D. Cannon Maple Co., Chicago, Ill., shipped from Illinois into California 495 cases and 55 jackets of syrup, labeled: "Cannon's 'Autumn Leaf Brand' Canadian Maple and Sugar Syrup. Prepared by C. D. Cannon Maple Co., Chicago, Ill., U. S. A." and nine cases of syrup labeled: "Pure Vermont Maple Sap Syrup C. D. Cannon Maple Co., Chicago, U. S. A." Two samples were analyzed, one from each of the products bearing the above

labels, the results of which analyses showed each of said products to consist of approximately 50 per cent. cane sugar syrup and 50 per cent. maple syrup.

The goods were seized and sold for Government account.

JUDGMENT No. 927—MISBRANDING OF VINEGAR.

On or about December 6, 1909, the Oakland Vinegar and Pickle Co., Saginaw, Mich., shipped from Michigan into Minnesota 100 barrels of a food product labeled: "Highland brand fermented pure cider vinegar

—50 gallons—4½ per cent." Samples were analyzed and the product was found to consist of a mixture of dilute acetic acid or distilled vinegar and a foreign material high in reducing sugars, and added ash material, prepared in imitation of cider vinegar.

The claimant was compelled to file a bond to label the vinegar truthfully.

JUDGMENT No. 925—ADULTERATION OF TOMATO CATSUP.

On or about October 6, 1910, the McMechen Preserving Co., Wheel-

ing, W. Va., shipped from West Virginia into Illinois 800 cases of a food product, which cases were labeled: "2 Doz. No. 12 Bunny Brand Catsup—2,021—John W. Bunn & Co., Springfield, Ill." The retail units contained in said cases were each labeled: "Bunny Brand Tomato Catsup—Made from whole, ripe tomatoes, granulated sugar, spices, vinegar, onions, prepared with one-tenth of 1 per cent. benzoate of soda. Packed for John W. Bunn & Co., Springfield, Ill." A sample was analyzed and examined microscopically and it was found to be

adulterated, because it consisted in whole or in part of a filthy, decomposed and putrid vegetable substance, and praying seizure, condemnation and forfeiture of the product.

The goods were seized and destroyed.

JUDGMENT No. 921—ADULTERATION OF TOMATO CATSUP.

On or about November 13, 1909, Robert Cuddihy, Henry B. Corey and the Farmers' Loan and Trust Co., doing business under the firm name of Alart & McGuire, New



Now is the time to place your orders for winter boiled Syrups, quality as usual and body not so heavy. Anticipate your wants and be prepared for the Fall demand.

SYRUPS—The market will be no lower this Fall; in fact, we are looking for higher prices. Our *Royal Table Syrup* is a great favorite, it has real merit, fine flavor and light color. *Gilt Edge Table Syrup*, a light cloudy Syrup and an old favorite; *Extra Amber Syrup*, *King "B" Syrup*, *Quaker City Syrup*, *White Clover Syrup*, *Challenge Syrup*, *Crescent Syrup*, all well known brands; also we have some fine high-grade Sugar Syrup, *Fancy Sugar Loaf*, at 30c; *Fancy Pure Sugar Syrup* at 24c; both good sweet flavors. We have several marks of Choice Old Crop New Orleans Molasses. We want your orders.

FODDER YARN—The best quality Sisal Fodder Yarn, medium size, put up in coils of 50 and 100 lbs., per lb., at 5c. Now is the time you sell it.

CRANBERRIES—The price is going to be higher this year than last, crop reported short. We have a mark of Fancy Bell Shape Cape Cod Berries in barrels of 100 quarts each, "Bunker Hill" Brand, price per bbl., \$8.50.

NEW EVAPORATED APRICOTS—We offer Phoenix Brand New Evaporated Apricots in 25-lb. boxes, fancy quality, rich, red fruit, per lb., at 19c.

VICTOR SEEDLESS RAISINS—These are freshly packed goods, just in, absolutely clean and elegant quality, packed in packages of one pound each; they are particularly desirable, being a Sultana Raisin of superior quality, per lb., 9c.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

York City, shipped from New York into Louisiana a quantity of a food product labeled: "Extra Special O. K. Catsup—48—Alart & McGuire, N. Y., P. B. C. This Catsup is made from tomatoes, is free from coloring and is preserved with benzoate of soda, one-tenth of 1 per cent." On or about March 4, 1910, the same firm shipped from New York into Louisiana another consignment of catsup, part of which was labeled: "Extra spiced O. K. Catsup—Alart & McGuire, N. Y.—one-tenth of 1 per cent. ben. of soda used as preservative—W. 1"; and part; "Hottentot Catsup.. Only the purest of ingredients used in this mixture absolutely guaranteed—Serial No. 1,281. Packed by Alart & McGuire, New York." Samples were analyzed and examined microscopically and the product was found to be adulterated, because it consisted in part of a filthy, decomposed and putrid animal or vegetable substance.

On or about March 15, 1911, the defendants entered a plea of guilty to the above information, whereupon the court imposed a fine of \$100.

JUDGMENT No. 922—ADULTERATION OF TOMATO CATSUP.

On or about October 24, December 8, and December 27, 1910, A. C. Soper & Co., New York City, shipped into Massachusetts three consignments of tomato catsup, aggregating 30 barrels. The first of these consignments was shipped from New York, the second from Pennsylvania and the third from New Jersey. Samples were analyzed and examined microscopically and the product was found to be adulterated, because it consisted in part of a filthy, decomposed and putrid animal or vegetable substance, and praying seizure, condemnation and forfeiture of the product.

The stuff was seized and destroyed.

Pennsylvania News Items.

About two hundred and fifty merchants of the Delaware and Lehigh Valleys were guests of the Bethlehem Retail Grocers' Association on October 10th, the occasion being the district convention of the associations of Slatington, Allentown, Nazareth, Easton, Pen Argyl, Bangor and Bethlehem.

Preceding the convention the guests were provided with a bounteous supper, after which the convention was called to order by E. T. Parker, president of the Bethlehem Association, who welcomed the guests and outlined the object of the meeting, viz., to bind the merchants of the two valleys in closer union. A recitation followed by Henry Graham, after which William Smedley, of Philadelphia, addressed the convention on the benefits of organization. Discussions followed on buying and selling. This was participated in by numerous delegates. The general topic for discussion was "A Successful Business," dele-

gates from Slatington and Bangor discussing "the buying," delegates from Allentown and Easton "the selling" and Bethlehem and Pen Argyl "rating system."

Federal Food Authorities to Go After Unripe Fruit.

The United States Department of Agriculture has prepared to confiscate shipments of unripe oranges or other unripe fruit from Florida. Secretary Wilson announced on Tuesday that any attempts to ship artificially ripened fruit out of Florida, or to "process" unripe fruit on its journey to the North, would be the signal for Government activity. A shortage of citrus fruits has developed throughout the North, with accompanying high prices. Much of this shortage is due, it is asserted, to the enforcement of the Florida State law prohibiting the shipment of unripe fruit, and

the Federal pure food decision, which prohibits the transportation of artificially ripened or colored fruit. Fruit may be picked green and ripened by natural processes without running counter to the pure food regulation. Green fruit ripened by the "sweating process" without the aid of chemicals, or by transportation in steam-heated cars, cannot be transported without violation of the pure food regulations.

No Dead Stock.

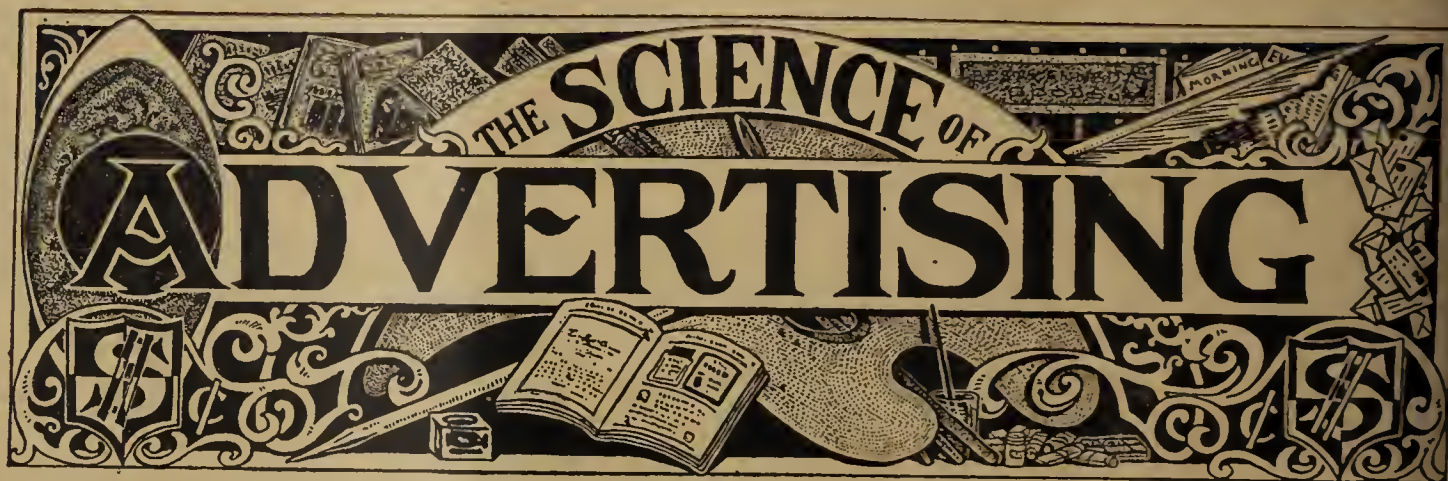
The retail merchant who wants to make more money this year than last year must follow the selling line of least resistance. He is putting sales into his competitor's store if he attempts to go against the tide of advertising. Goods which are advertised to the consumer are the only goods which the consumer knows about and asks for in your store.

The consumer reads advertising in the magazines of National circulation and, being persuaded to buy, goes to her retail merchant. If the latter does not carry the particular line of advertised goods that she wants the buyer may

accept something else. If it doesn't fulfil her expectations she blames the retailer. But whether satisfied or not with the goods, she eventually will satisfy her curiosity, stimulated by continuous advertising, by going to some other merchant who makes a point of carrying and pushing advertised goods. And in the end the retailer who has, takes the place of the retailer who has not the goods a woman asks for.

"Good Housekeeping Magazine" four-page advertising insert in this issue brings this big merchandising truth forcibly to mind. It contains within itself the absolute proof that the successful retailer carries and pushes advertised goods. The reproductions in this insert of the advertisements that have appeared in "Good Housekeeping Magazine" prove that advertised goods are the goods that sell quickly and easily. The consumer is convinced that these are what she wants. It is not the wise part of the retailer to buy or advance the sale of unadvertised goods about which the consumer knows little or nothing. To carry in stock and push forward advertised goods means no dead stock for the merchant.

Read and study this "Good Housekeeping Magazine" advertisement. It is a wholesome lesson for the retailer. In its advertisement this enterprising magazine offers you a service that will help you in your merchandising—the very help which you may need to put you on a footing of success that lifts you above your competitor.



A New Jersey correspondent sends in a copy of a newspaper advertisement which he used. It is rather unique in some ways. It measures six inches across two columns and is surrounded by a plain black border. At the top is a silhouette cut showing a woman holding a large paper on which is inscribed "Dealing at Jackson's is such a sensible thing." Below is the following text:—

Not only because one saves there, but because of variety and freshness and good, reliable "quality" goods.

Women nowadays are getting back to the old way of "going to market"—in spite of the telephone. Because a store like Broad and Academy, for instance, is in a sense an educator.

The buyer for such a concern has to keep in touch with the people's wants.

New things. Better things. Things of economy and convenience are being shown at Jackson's constantly.

Could an advertisement like this ever get direct results? Perhaps, though it is exceedingly doubtful. Somebody might read it at the psychological moment and become a customer directly because of it. For instance, he might for some reason have decided to open a new grocery account somewhere, without deciding where. This advertisement strikes him while he is in a receptive mood, and the result is a decision to try the store. But those occasions are few. Experienced advertisers all agree that no direct results to speak of can come from advertising of this character. It by no means follows, however, that it is worthless, although I believe in doing very little if any of it. I see no reason why a grocer should do much of it, for he has so many specific things to advertise that he is never compelled to resort to generalities. This kind of adver-

tising consists of generalities purely, and its value, if it has any, lies in getting the name of the store in print where people will see it—reminding them of it, in other words, so that some time when occasion arises, they will think of it and form a connection with it. I say again that I believe a grocer should do very little advertising of this indirect kind—none at all if his advertising money is limited.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Bargains, Good Will and Character.

The following is a grocery story, but it applies to you, whether you happen to be a grocer, baker, shoe man or what not; it involves one of the prime essentials of trade. The manner of trading is as important as the matter; sometimes more so.

A short time ago I was passing a small grocery store in a large city and I noticed a sign on the bulletin beside the door: "Campbell's Soups, 3 for 25 cents." Campbell's soups cost the ordinary dealer 90 cents a dozen for varieties except chicken, which cost him 95 cents. At straight prices 25 cents a can, therefore, he realizes 25 per cent. gross on most soups and 20.83 1/3 per cent. gross on chicken. This is figuring without freight, because I am talking of a jobbing centre, and also because I want to give this dealer the benefit of every doubt. Those good margins on such a staple, perishable article. But, like many of the smaller things we handle, this is one on which we cannot reduce prices to the next popular notch without losing all our profit unless we are large buyers.

Thinking this all over rapidly, I went into the store. Things were very quiet, though it was about 5.30—just the time when trading should be active. So, instead of waiting "for a car" or something else as an excuse to catch, I stepped up and asked for Campbell's tomato soup. The proprietor waited on me, and he gingerly handed down one can, looking rather suspicious the while. Then I said I wanted three cans, as per the sign. He took the other two, rolled them up in an off-hand sort of way, handed them to me in sullen silence and

took my "quarter" without a word. I passed out thinking hard.

If that man bought at full list he was doing business for 10 per cent. on this item—5 per cent. on chicken. If he bought five to ten cases—it did not seem to me he could buy more than five—the jobber might split with him. This would give him a gross margin of 14 1/2 per cent. on all but chicken, which would pay him 9 3/4 per cent.; and it cost him at least 14 1/2 per cent. to do business and very likely cost him nearer 16 2/3 per cent. Suppose, however, that he got 10 per cent. off all the way through, he would have 19 per cent. on all but chicken, on which he would have 14 1/2 per cent.; he would surely be sacrificing a good chunk of possible profit by cutting the regular price.

I could only conclude that he was selling this article at such a price to draw trade; and, as the profit on the immediate sale was cut, his only thought in drawing trade must be to create good will. But the joke was, that if that were his thought, he missed it all; for he certainly would have failed to create any good will on my part by the way he treated me. If I were a neighboring householder, I know that I should only go to that man for what he could give me for less money than a man even farther away—and you know why.

Special offerings are all right—especially on goods the brands of which you own or control—providing you know what you are after. And the essence of such bargain giving is cheerfulness: "Thank you; glad you called; hope you will come again." Which, by the way, is pretty good stuff anyway.

A little further down the street I found a strictly "swell" grocery store, but I marveled at its being closed! It was evident that it was not "busted" and that nobody was dead, but it sure was closed. I found a sign: "We close at 1 o'clock daily." Now, what do you know about that? It was true, as I afterwards learned; the store was—and I venture to say, still is—closed at 1 P. M. every day.

Now, do not say, "You might do that in a large city, but not in a small town; they are more 'independent' in the large towns; they do not depend so much on the customer knowing them and coming back as we do in the small places," for I have heard that from everyone to whom I have told this tale. The facts are against you; for here is a store located in a "pocket" of local trade much narrower than you enjoy in your town of 2,000, for neighborhood trade is strictly localized in the big cities. Moreover, there are numberless stores all around this one, each running full blast for the longest hours and keeping open on Sundays, too. I have shown that cut prices are not unknown thereabouts. Yet this thing is actually done right there, and it is done alone, without the co-operation or moral backing which is derived from any settled custom. I never saw as good an example of "going it alone."

The explanation is, that this man carries absolutely the finest little stock of goods you ever saw—and it is not so all-fired little, either, for he has a big trade. What I mean is, that he has a thriving neighborhood business, not a big, general trade. There is not a fruit, nor vegetable, nor brand of choice in season goods that he does not carry—fresh, up to the minute, the very best. His brands are the highest grade and are tested "to the queen's taste" before he will stock them. He gets the highest prices, so that only the most particular, most responsible people can trade there. Result is, he opens at 8, does a whirlwind of business until about 12.30; cleans up and goes home for a ride in his auto. Nor is this "independence." It is that he is a specialist, who has made a logical success of his particular specialty, and has "put it over."

Comment is uncalled for and

unnecessary. The simple facts are sufficient to enable us to do our own thinking and arrive at our own conclusions. Still, maybe you will pardon me for saying that it may not always be necessary for us to do "what they all do," or wait to do a thing until "the rest do it." Character counts.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., Sept. 12, 1911.
1,002,819. Automatic coffee pot. L. V. Brooks, New York.
1,003,317. Coffee making apparatus. M. Bargallo, Barcelona, Spain.
1,003,320. Process of pickling. A. Baumann, New York.

Washington, D. C., Sept. 26, 1911.
1,004,013. Can opener. B. O. Gibson, Spokane, Wash.
1,004,033. Process of preserving corn. B. F. Johnson, Macclenny, Fla.
1,004,401. Broiler or waffle baker. L. Fey, Cincinnati, Ohio.

Washington, D. C., October 3, 1911.
1,004,605. Rotary display rack. A. Vanderveld, Grand Rapids, Mich.
1,004,660. Advertising device. R. Klotz, Chicago, Ill.
1,004,786. Combined egg beater and cream whip. G. F. Hess, Louisville, Ky.
1,004,810. Transmutable display device. F. C. Newell, Jr., Los Angeles, Cal.

1,004,870. Process of purifying cocoa. L. Greiser, Berlin, Germany.
1,004,994. Twine holder. L. F. Clark, Canton, Ohio.
1,005,096. Coffee percolator. E. Aborn, East Orange, N. J.

Washington, D. C., October 10, 1911.
1,005,128. Cheese slicer. J. Blain, Springfield, Mo.
1,005,220. Egg detector. W. H. Hutchinson, Rochester, N. Y.
1,005,363. Combined measuring and dispensing attachment for bins. C. B. Thomas, Shreveport, La.
1,005,380. Coffee chaff separator. F. F. Wear, San Francisco, Cal.
1,005,434. Sanitary butter tub. B. R. Kinney, Binghamton, N. Y.
1,005,582. Pouring pot. W. P. Tarrant, Saratoga Springs, N. Y.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 54,297. "Battleship" for spices, teas, etc. The Canby, Ach & Canby Co., Dayton, Ohio.

Ser. No. 55,953. "Bemco" for wheat flour. Brooklyn Elevator and Milling Co., New York, N. Y.

Ser. No. 56,612. "Aureola" for wheat flour. The Acme Milling Co., Aurora, Ind.

Ser. No. 56,877. "Noreca" for canned vegetables. Acker, Merrill & Condit Co., New York, N. Y.

Ser. No. 57,547. "Never-Enough" for bread. Crouch & Plassmann, Bridgeport, Conn.

Ser. No. 46,776. "Big Bend" for wheat flour. The Big Bend Milling Co., Davenport, Wash.

Ser. No. 51,143. "Jack Frost" for wheat flour. F. B. Chamberlain Co., St. Louis, Mo.

Ser. No. 56,828. "Tetonka" for canned goods. The J. S. Gedney Pickle Co., Waterville, Minn.

Ser. No. 53,661. "Bo-Mel" for chocolates. A. M. Boex, Chicago, Ill.

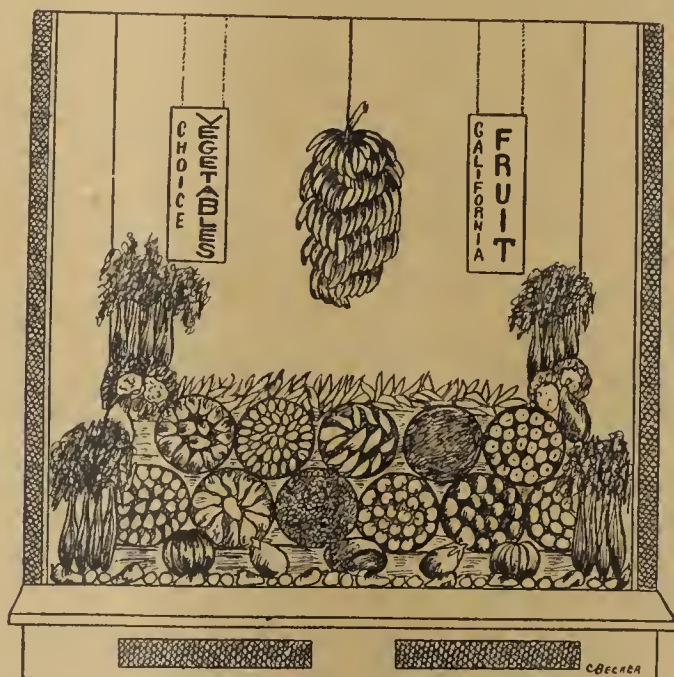
Ser. No. 56,095. "Fa Mol" for flavors and artificial flavors. The Famol Products Co., Inc., Washington, D. C.

Ser. No. 42,398. "New Way" for baking powder. A. Schilling & Co., San Francisco, Cal.



Fruit and Vegetable Display.

About two weeks ago one of the large green truck stores had this beautiful window display; it was arranged as follows: A slant of boards was placed from the rear about a foot and a half high, till within about eight inches from the front, which left a flat space about eight inches wide. This was covered all over with leaf green crepe paper. All along the edge in front and at the sides was a border of large mangoes and small tomato peppers, say a large red mango then two small green tomato peppers, next a large yellow mango and then two small red peppers and so on. In the centre, on the flat space,

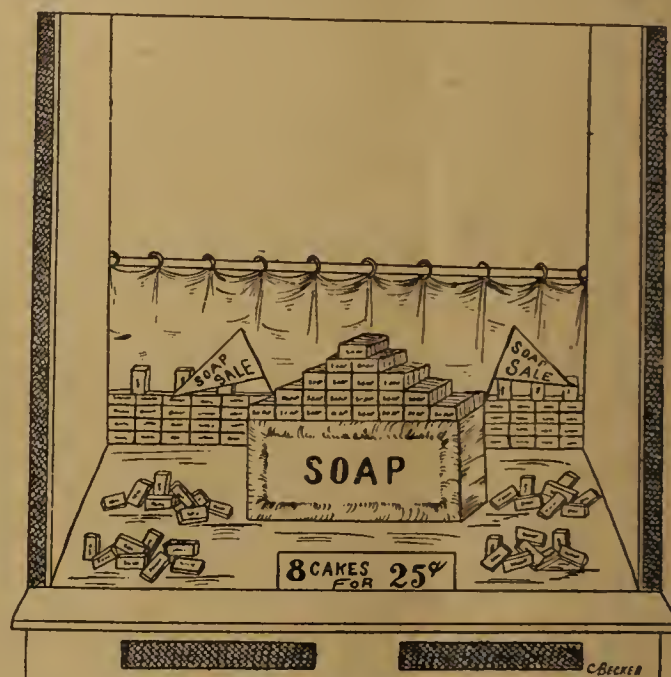


place a large choice head of cabbage; at each side of it place a large eggplant and a canteloupe; in the corners place a few stalks of celery. The disks are lids from peach baskets which were very convenient and handy to fill. Cut a strip of the green paper about four inches wide, stretch around the rim and hold in place with a small tack. Cover the centre of the disk with the green paper, so the wood won't show if there is a little space between the vegetables or fruit. The lower disks were filled with the following, from left to right: onions, green mangoes, grapes, peaches, oranges, tomatoes, the upper ones, red mangoes, plums, sweet potatoes, red finger peppers and green apples. Along the top at the rear place bunches of white radishes and carrots, at each corner in the rear place a couple of cauliflowers, a sweet pumpkin and a

bundle of celery, a bunch of bananas was suspended from the centre of the ceiling and a neat sign card at each side.

Soap Sale Display.

If you have white soap for sale and the display is to be of it, use black muslin on the bottom of the window, and if you have yellow soap, use white on the bottom. In front, in the centre, place a neat sign card with the number of cakes and price; of course the eight cakes is just used as an illustration. The grocer can give more or less as he chooses. Get a couple of large flat boxes, or only one if you can



get one large enough to imitate a cake of soap. Nail a strip of wood (a flat piece) all around the edge in front, round off both edges with a sharp pen knife. If you have yellow soap for sale, cover the large box with yellow muslin the same shade as the soap; if white soap is offered use white muslin, stretch it on very tight. Use black paint for the word soap. Place the large cake in the centre and towards the rear, build a pyramid of the cakes on it and place a white pasteboard pennant at each side in the rear on the large cake with lettering like in cut. At each side of the window place several piles of soap with the number of cakes offered. Notice the illustration has eight. Make the background of soap, and a curtain effect of the same color and material as you use on the bottom. Your sale window is then complete.

Germany Said to Have Turned Benzoate Down.

A full copy of the German Health decision upholding the findings of Dr. Wiley that benzoate of soda and benzoic acid are harmful in foods has been re-

ceived at the Agricultural Department in Washington. This decision was asked for through the State Department, as the result of the application of Indiana authorities, who are engaged in

a contest over a State pure food law. The German report reviews Dr. Wiley's experiments and findings which were overruled by the Remsen Referee Board in this country and says: "The royal sci-

entific deputation for medical affairs is likewise of the opinion that the use of benzoic acid and benzoates should not be permitted for the preservation of food-stuffs."

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What High Coffee Prices Have Done to the Retail Coffee Business

"Grocery World and General Merchant" Subscribers from All Over the United States Give Their Experiences. Many States Represented. A Few Notice No Difference, but Most Report Heavy Falling Off. Some Reap Good by Elimination of Peddlers.

There has been a great deal of matter published in technical journals as to the effect of the exceedingly high prices of coffee upon the coffee business, but practically none of this has had anything to do with the retail coffee business, most of it concerning itself with the importing, wholesale and jobbing business.

This journal has asked some of its retail subscribers in various sections of the country to state whether their coffee business had been affected by the advancing prices. The communications received appear below and explain themselves. While here and there they show a case where the trade is as good as before, most of the experiences are directly opposite:—

Pennsylvania.

Philadelphia, Pa.,

October 19, 1911.

Editor "Grocery World and General Merchant."

Dear Sir:—It may seem paradoxical, but the advanced price of green coffee during the past fifteen months has pushed our sales up by leaps and bounds until we are now doing the largest coffee business in our history.

This result, however, did not come about simply because green coffee advanced in price, but on the contrary it came about in spite of the advance.

By a fortunate foresight of the conditions approaching, and the financial ability to carry unusually large stocks, we were enabled before the advance to lay in sufficient stock to carry us a year and thus protect ourselves and our customers from advanced retail prices.

The majority of the trade could not or did not carry more than a three months' supply and as a consequence they were forced into a high market to replenish their stock. This high market meant one of two alternatives: either to advance their retail price in order to keep up their former quality, or

to keep the price the same and reduce the quality. Under either horn of the dilemma it will be readily seen such a move was sure to encounter the opposition of the consumer.

Just at this juncture our unchanged prices and our unchanged quality attracted the attention of the consuming public and word seemed to pass quickly from person to person that their opportunity and salvation lay with us. Our sales began to grow, and for the past ten months each month has shown a handsome increase over the preceding one.

While the experience of the past year have strengthened our position and prestige in the minds of the coffee buying public, the continued strong, high and still advancing green coffee market is becoming a very serious proposition to every grocer and to every family in the country.

During the past fifteen years green coffees have maintained an average price that paid both the grower and the importer and also enabled the retailer to sell to the consuming public at 25 cents a pound a coffee that was high in grade and quality and reasonably profitable to handle. The past three months' advances, however, have eaten into those profits to such an extent that the retailer to-day can hardly sell any coffee for 25 cents with profit and certainly not with any satisfying quality behind it.

This condition of affairs will partly be met in our own case by the introduction of a high grade coffee combination (near coffee) put up in 1-pound packages to be retailed at 20 cents a pound. We have been working for the last two months perfecting it and we now have a coffee combination that drinks far superior to any straight coffee being retailed to-day at 22 cents a pound.

No doubt this same idea will be acted upon by many other large dealers throughout the country and such a

move will cut deeply into the use and consumption of straight coffee. The retailer's only hope for future profit and the consumers only salvation from high prices lays in their combined efforts to break the powerful manipulation of the market that is now in the hands of the money trusts.

Yours truly,
Thomas Martindale & Co.,
W. F. Breitenbach.

Tremont, Pa., Oct. 13, 1911.
"Grocery World and General Merchant."

Philadelphia, Pa.

My coffee trade did not fall off more than about 10 per cent.

Yours truly,
John Neiswender.

New York.

New York, Oct. 18, 1911.
Editor "Grocery World and General Merchant."

Dear Sir:—I have advanced the price of my coffees, not as high as they ought to be yet. I am not interested in what my neighbors do. I claim that the laborer is worthy of his hire, and tell my customers so. In some instances they object, but I am not going to alter the grade of the goods I sell for any one.

I am sending you with this copy of a sign I have put up outside of my store which attracts a good deal of attention. It is as follows:—

USE TEA INSTEAD OF COFFEE.

One pound of good tea, costing 50 cents will make 225 to 250 cups of good, strong tea.

One pound of coffee, at 40 cents, will make about 80 cups, nearly three times the quantity in favor of tea, only 10 cents difference in cost. Stop drinking coffee until the speculator ceases manipulating the price of it.

Yours truly,
L. J. Callanan.

Auburn, N. Y., Oct. 14, 1911.

The effect of high prices of coffee on my trade is as follows: The former users of 25-cent coffee have had to change to 30 and 35-cent grades and are using less coffee. We are selling 20 per cent. less coffee than before the change in our retail price.

Very truly yours,
C. E. Parsell.

Elmira, N. Y., Oct. 13, 1911.
"Grocery World and General Merchant."

My coffee trade has fallen off on account of the advance in price. Before the advance I sold a large amount of coffee for 15 to 20 cents a pound,

now it is impossible to sell at these prices. The sale of coffees worth from 25 to 35 cents remain about the same.
W. H. Siple.

Brockport, N. Y.,
October 13, 1911.

Gentlemen:—Demand has been reduced at least 25 per cent. We are selling more cereals as a substitute.

Yours truly,
John H. Welch.

New Jersey.

Hammonton, N. J.,
October 13, 1911.

Dear Sir:—Our coffee purchases for the first six months of 1911 show a decrease from the total value of coffee bought in the same period of 1910 of 9½ per cent. The decrease in the number of pounds of coffee for the same period is 22 7-10 per cent.

Yours truly,
M. L. Jackson & Son.

Trenton, N. J.

Dear Sir:—In answer to your inquiry in regards coffee, I think our sales have dropped 25 per cent.

Yours truly,
J. R. Gaskill.

Ocean City, N. J.,
October 17, 1911.

Gentlemen:—We have not noticed any less demand for coffee during the past season and our sales were up to the standard.

Yours truly,
Oswin H. Henry Co.

Texas.

Wolf City, Texas,
October 14, 1911.

Dear Sir:—We think that our coffee trade has decreased considerably since the advances in price.

Very truly yours,
J. W. Shelton & Son.
Per O. S. Shelton.

Missouri.

Joplin, Mo., Oct. 14, 1911.

Can't see any change in the number of pounds of coffee I sell, but am selling on a smaller percentage of profit than formerly, when coffee was cheaper. In fact, I find

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

Cold Weather Specialties:

Fresh Sausage, Scrapple, Soupe, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



The best way to work up a permanent and profitable trade on

MACARONI :: SPAGHETTI PASTELS and NOODLES

is to sell

Freihofer's

because their quality, purity and fine flavor will please your customers and cause them to buy again and again, and they pay you a better profit than others.

The

Freihofer Vienna Baking Co.

PHILADELPHIA, PA.

it much easier to "find" the profits when prices on the staples of every day provisions are low than when they are high.

Respectfully,
M. S. Stewart,
1102 S. Ninth St.

—
Nebraska.

Omaha, Neb., Oct. 14, 1911.
"Grocery World and General Merchant."

Philadelphia, Pa.
No falling off noticeable since first of year.

Respectfully,
Vankirk & Graybill.

—
North Dakota.

Eckman, N. D., Oct. 14, 1911.
I find no difference.

Respectfully,
J. J. Munns.

—
Kansas.

Pittsburg, Kan.,
October 13, 1911.

Gentlemen:—Being a grocery salesman, I get a fairly good view. It is a little early for this information, as merchants generally protected themselves against the advances and are generally selling at old figures. A number have said they will advance on Monday, the 16th. Speculative buying by merchants has ceased and little coffee now selling.

R. S. Marsh.

—
Arkansas.

Osceola, Ark., Oct. 14, 1911.

Gentlemen:—A very decided fall off; coffee too high for poor people to buy.

Very truly,
J. L. Young.

—
Kentucky.

Owensboro, Ky.,
October 14, 1911.

Gentlemen:—This is a rather hard question to answer accurately, as the general business is quiet in this section at present, but we expect better things as soon as the fall crops begin to move. However, I am inclined to believe the high prices of coffee has cut the demand 10 or 20 per cent. with us, although I have sold green coffees at 60 cents per pound in the 60s.

Respectfully,
W. F. Reinhardt.

Buechel, Ky., Oct. 18, 1911.

Dear Sirs:—In reply to your inquiry regarding the consumptive demand of coffee, will say it has affected our trade none if anything; it has to a certain extent increased because of the going out of business of various coffee wagons, due to the nar-

row margins of profit it affords them.

Frank W. Hall.

—
Georgia.

Athens, Ga., Oct. 13, 1911.
Gentlemen:—Replying to your inquiry, our coffee sales have not shown a decrease as yet, though many customers complain of the increased cost.

Very truly,
Arnold & Abney.

—
West Virginia.

Martinsburg, W. Va.,
October 18, 1911.
"Grocery World and General Merchant."

Gentlemen:—We find that the advance in the price of coffee has affected the sale of coffee to some extent.

Respectfully,
F. C. Miles & Co.

—
Massachusetts.

Clinton, Mass., Oct. 13, 1911.
Gentlemen:—Regarding coffee sales, ours have increased, as the higher prices have driven coffee peddlers to either raise prices or discontinue checks and stamps, so we are able to meet prices of such and go them one better.

Yours truly,
Jos. McGown & Son.

—
Virginia.

Alexandria, Va.,
October 16, 1911.

Dear Sirs:—We do not think that our coffee business has fallen off as a result of high prices, but do think it will curtail should coffee advance much higher.

Respectfully,
Edw. Quinn & Sons.

—
Maryland.

I have examined our sales of coffee and find a falling off of about 25 per cent. in sales with us. I think this is a fair estimate.

Respectfully yours,
J. F. Barsler,
618 Brune St.

—
Connecticut.

Bridgeport, Conn.,
October 13, 1911.
Dear Sirs:—It has very much.

Yours truly,
The Logan Bros. Co.

—
District of Columbia.

Washington, D. C.,
October 19, 1911.

Dear Sir:—In response to your question of coffee, I must say that I imagine that the price of coffee has reduced the consumption of that article.

Yours,
W. W. Benton.

Michigan.

Fenton, Mich., Oct. 13, 1911.
Dear Sir:—We cannot see any material change in consumption of coffee, but think we are selling more high grade.

Mathews & Cinner.

—
Ohio.

Cincinnati, Ohio,
October 18, 1911.
Editor "Grocery World and General Merchant."

Dear Sir:—Concerning the coffee situation in our town, it is somewhat peculiar. It seems the big chain stores (of which Cincinnati has about 250) have been having the coffee trade to a great extent, but as they give premiums and the profit on

coffee is smaller, they probably give a little inferior grade, and the small retailer is selling more coffee than before, but at a smaller profit. No doubt the demand has fallen off.

Very truly,
A. Kurre.

—
Idaho.

Sandpoint, Idaho,
October 16, 1911.
"Grocery World and General Merchant" Publishing Co.
Philadelphia, Pa.

Dear Sir:—We are inclined to believe that the advance in the price of coffee has affected the demand very materially.

Very truly yours,
Gold Medal Grocery.

Written for the "Grocery World and General Merchant."

Says One Cause of High Prices is Burdensome Rulings by Food Authorities

New York Contributor Denies that Middleman is Responsible. Says Extraordinary Handling Expenses are Partly Responsible, as are Technical Rulings Under Food Laws. Cites Case of Artificially Colored Tea.

I have been interested in some of the reasons assigned for the present high cost of living, and have noticed that some of the muck-raking newspapers, periodicals and even matter coming from some of the authorities at Washington, place the blame to a large extent on the importer, manufacturer and middleman for the exorbitant prices the retailer asks for his goods.

These various sources (whose alleged object is to enlighten the people) make no mention of the many other reasons for these high prices. They fail to take into consideration the great deterioration in goods; the necessary cost of transportation and distribution; the percentage of bad debts almost impossible for the wholesaler and retailer not to incur; also the large amount of charity work the average corner grocer is compelled to do in a year as compared with what the people who are so loud in their criticisms give or spend for that purpose.

Frequently we find on investigating the inability of a merchant to meet his obligations, that it is not through dishonesty, but, in the majority of cases, through allowing his heart to get the better in charity to the people who deal with him, that he fails to do so.

Did it ever occur to you that the advance in price of many commodities is caused by unnecessary, burdensome and technical rulings of the various State and National food and drug authorities, the cost of all of which is paid by the consumer in the long run?

Take, for instance, the great advance in prices of teas, which is caused solely by the indiscreet ruling of the United States Agricultural Department, which ruling has cost the consumers hundreds of thousands of dollars.

Early this spring, without any notice whatever to merchants or tea growers in far away China, Ceylon, India, etc., the Government issued a ruling that after May 1st of this year no more colored teas would be admitted into the United States. There was a "Nigger in the woodpile" in connection with this ruling. This boom for uncolored teas was started primarily by two houses—one in Chicago, the other in San Francisco—who had gotten bit in the purchase of uncolored teas for which they could not find of his judgment in giving credit a market.

One of these houses (the Chicago house) had bought several thousand chests of what they ad-

rtised as "uncolored teas" and could not sell them. They then at next to some of the "powers at be," with the result that an order was issued against the importation of colored teas, and the same teas are costing from 200 to 300 per cent. more than they did prior to this ruling.

Many importers and packers of tea took this matter up with the Washington authorities, and also with the Tea Board, requesting that no radical change should be made on such short notice. Knowing the Chinamen, and how slowly they accept new laws, we foresaw what would happen and wrote the authorities to this effect, begging postponement of the ruling for three years, and suggesting in its place that the requirements as to color and amount, as shown by analysis, be made more severe each year.

If this suggestion had been followed, inside of three years the Chinamen would have been making teas as we want them, and the trade would have been accustomed to uncolored teas.

It has now been found that the teas as these two houses have been selling were not uncolored teas at all; that neither of them had ever carefully analyzed a pound of the teas to find out whether they were colored or not.

The black teas have advanced, and are still advancing, in sympathy with the green teas, owing to the inability of the importers to obtain any green teas, and the general tea market is to-day 50 to 300 per cent. higher than it was this time last year, all caused by this injudicious ruling, and of course the consumer has to "pay the piper."

We could call your attention to several other matters that have caused hundreds of thousands of dollars to be unnecessarily expended by the consumer. It would be interesting reading if you could get behind the curtain and see how some manufacturers have been prosecuted for no reason except that they have expressed their views of the facts as they saw them, believing they were living in America and not in Russia.

It would be well for you to look closely into these matters. Certainly the manufacturer, wholesaler or retailer has not the power to increase the cost of living, as

some authorities would have the people believe.

Understand, we are in favor of uncolored teas, and heartily in favor of pure food and drug laws, but these things should be matters of evolution and not revolution.

We know of no harm that has been caused by the drinking of colored teas, which have been made for hundreds of years. However, if there is a possibility that colored teas may be deleterious to health, we prefer the benefit of the doubt.

FAIR PLAY.

New York, N. Y.,

October 19, 1911.

A Big Business Grows Bigger.

McCormick & Co., of Baltimore, Md., manufacturers of flavoring extracts and drugs and importers of spices, teas, etc., have been forced by the demands of their rapidly increasing business to add to their former large and up-to-date plant by the purchase of warehouses at 722, 724 and 726 East Pratt street and 118 to 120 West Falls avenue.

This addition gives McCormick & Co. the major portion of the block in which they are located, with a frontage on West Falls avenue of 234 feet, on Concord street of 295 feet and on Pratt street of 68 feet, or a total floor area of 140,000 square feet.

Their tea and printing departments will be moved into the new purchase, giving them greater packing and manufacturing space than in their present building, which they rebuilt after the great fire of 1904—the first building erected and occupied in Baltimore after the fire, evidencing the enterprise of this firm.

This addition will also enable them to add to their splendid receiving and shipping facilities a spur track from the B. & O. R. R. into their building. Their plant is located just across the street from the new docks and they can ship to all parts of the world practically from their doors.

They are also on the new Boulevard which will be built to cover the canal (known as Jones' Falls) running through the city, and which will be a magnificent thoroughfare. The city will spend several millions in constructing this Boulevard and contracts have already been let for part of the work.

McCormick & Co. seem to have good reasons for believing that they have the largest, best equipped and best located plant in the United States.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

An Advantage to YOU

The goodwill of your customers towards the products of the National Biscuit Company is indeed an advantage to YOU—an asset. It not only sells N. B. C. goods in the famous In-er-seal packages, N. B. C. goods from the glass-front cans—but also helps to sell your other goods.

People reason that if you sell quality products like the National Biscuit Company's Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu, Graham Crackers, etc., you will also sell the highest grades of sugar, tea, coffee and of other articles.

Yes, Mr. Dealer, it certainly is to your advantage to have the goodwill of the National Biscuit Company trade. Have YOU?

NATIONAL
BISCUIT
COMPANY



We sell these handsome embossed Flower Pots from open stock in any quantity, but this assortment has been selected for those who lack experience in ordering. The price being the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
40 4-in. Pots and Saucers @ 1.50	\$.60	sell @ .03	\$1.20
50 5-in. " " 2.50	1.25	" .05	2.50
70 6-in. " " 3.50	2.45	" .06	4.20
50 7-in. " " 5.00	2.50	" .08	4.00
40 8-in. " " 7.00	2.80	" .10	4.00
		\$9.60	\$15.90

F. O. B. factory. No charge for package. Goods carefully packed. Prompt shipment. Order now.

The Peters & Reed Pottery Company
ZANESVILLE, OHIO

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A STRONG DEMAND has been created for this new and delicious flavoring. It adds richness and delicacy to Cakes, Puddings, Icings, Candies, Ice Cream, etc., and makes a Table Syrup better than maple at a cost of 50c. a gallon.

See Price-list

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
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The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

WITH THE EDITOR

As anticipated in a recent issue, the Southern Wholesale Grocers' Association has been practically destroyed, so far as pursuing its former activities is concerned, by a sweeping decree entered against it at Birmingham, Ala., at the suit of the United States Government. The substance of the decree is published elsewhere. Briefly it forbids the association to do any of the following things:—

**The Destruction
of the Southern
Wholesale
Grocers' Association.**

1.—Coerce manufacturers from selling to firms not members of the association, or firms who are not listed in the association's "Green Book."

2.—Publish any kind of a list of "recognized" jobbers, or aid in the publishing or distributing of such a list.

3.—Fix by agreement a price on merchandise, or coerce manufacturers to fix such a price.

4.—Coerce manufacturers from selling concerns that cut the price.

5.—Arrange with manufacturers to fix a limited price, and rebate those who keep it.

6.—Impose a penalty on jobbers who cut the price.

7.—Boycott manufacturers who refuse to go along, either in fixing and maintaining limited prices, or in selling retailers.

8.—Do anything among themselves or in concert with manufacturers to fix or maintain prices, or anything which tends to "hinder or prevent by intimidation or coercion, any person, firm or corporation from buying or selling any such commodity, wherever, whenever, from and to whomsoever, and at whatsoever price may be then and there agreed upon by the seller and purchaser."

The question instantly arises after reading the decree—if an association can do none of these

things legally, what can it do except meet for social intercourse and serve sandwiches and cigars? Here is forbidden everything that the Southern Association did to aid its members and entrench itself. From now on it must take the initiative in nothing. If a new independent jobbing house enters the field, or if a large retailer essays to buy of the manufacturer direct, the Southern association can do nothing to prevent it. Formerly it would at once incite its members to boycott the manufacturer who offended it in these respects, but the days of its boycotts are over. It must not even, by published lists, attempt to separate the sheep from the goats.

Nor can it agree with a manufacturer to limit and maintain a limited price, or attempt reprisals against the concern violating the limited price. Formerly it not only could do all these things, but it did them every day.

But while the association may not initiate or participate in any of these movements, the manufacturer can, and here is where the law is weak, and will ever be weak. A manufacturer is the master of his own business. *He* may refuse to sell jobbing concerns that do not stand well with the bulk of the trade, *he* may refuse to sell retailers, *he* may limit the price, and refuse to sell those who violate it, *he* may do anything he likes, so long as he acts alone, to restrict the number and character of his distributors and to keep his goods out of the hands of those who decline to hold his prices.

Whether manufacturers generally will consent to do these things on their own initiative, now that the jobbers' power of revenge is gone, remains to be seen. But the jobbers' power of

revenge is not wholly gone; after all, for while their power to act *designedly* in concert is destroyed by the Government's decree, any individual member can act as he pleases. He can sell or refuse to sell a product, he can patronize or refuse to patronize, a given manufacturer. That a large number of individual jobbers happened to act in the same way at the same time is naturally a circumstance from which the existence of an illegal agreement to do so can be inferred, but it is not alone sufficient evidence to convict, in the writer's judgment, especially if it could be proven that there actually was no such agreement, and that a hundred jobbers all stopped patronizing a given manufacturer at the same time, first because their interests were identical, and second because it was not to their interest to continue handling that manufacturer's product.

Dr. H. W. Wiley, chief Government chemist, was the principal speaker at the fourteenth annual meeting of the National Farm School, near Philadelphia, last Sunday. In the course of his address he discussed the cause of the high cost of living, and is quoted by the Philadelphia "Record" as follows:—

**Dr. Wiley Was
Wrong.**

In conclusion Dr. Wiley declared that the farmer was not to blame for the high cost of foodstuffs. He declared that the prices being paid to farmers for their products had remained the same, while the cost to the consumer had soared. He blamed the great increase on the manipulation of prices by those who handle the goods between the producer and consumer.

If Dr. Wiley really said this, he is wrong, and one needs to go only to the records of the Department of Agriculture, with which he is connected, to prove it. Here is a verbatim extract from a report sent this paper last week by the department mentioned:—

Prices paid to farmers in the United States on October 1st, compared with October 1st last year, for barley averaged 45.6 per cent. higher, potatoes, 30.2 per cent. higher; hay, 22.7 per cent. higher; oats, 17.4 per cent. higher; corn, 7.5 per cent. higher.

From which it appears that the price of farm products to the farmer has not remained the same. On the contrary, on five principal staples the farmer is receiving an average increase of 24.7 per cent. over a year ago. To be sure, on other staples, he is receiving less than he did a year ago, but the percentage of increase is several times as great as the percentage of decrease.

Several days ago Theodore Roosevelt addressed a delegation of Pennsylvania farmers who, through their State Grange, are endeavoring to sell their products direct to New York consumers. In part he said:—

We ought also to help the consumer by eliminating the middlemen. Some middlemen are needed, of course, to get the farmers' products to the markets, but I am opposed to the middleman who merely stands in the way.

Easily spoken words, Mr. Roosevelt, but where are the middlemen who "merely stand in the way?" There are none, for the fierce onslaught of present-day competition would sweep them off their feet in the twinkling of an eye. To hold his place to-day a middleman must earn the ground on which he stands.

**T. P. Sullivan to be Western Manager
of The C. M. Wessels Co.**

Thomas P. Sullivan, formerly president of the National Retail Grocers' Association, and one of the best known men in the trade, takes the management of the C. M. Wessels Company, for the West, November the 1st, with the headquarters at Chicago. The manufacturing interests, the trade press and the retail grocery trade of the country are to be congratulated; because Mr. Sullivan's connection with the Wes-

els Company is absolutely certain to result in these three great interests, each so necessary to the other, being brought into closer and more harmonious relationship. Mr. Sullivan's sterling integrity and fearlessness, his comprehensive knowledge of trade conditions, and his remarkable forcefulness as a public speaker have given him an almost unprecedented following. Not only is he a successful grocer, but his fellows believe in, honor and love him. Mr. Sullivan, when interviewed, stated that it was his ambition through his new connection, to try to improve trade relations between manufacturer and retailer, and that he felt this could best be done through the trade press.

Jersey tomatoes are still coming in, but more and more slowly, and the season is nearly over. The best fruit brings 75 cents per basket, but there is very little really good fruit on the market. Canners are still paying 20 to 30 cents per basket, but they are getting some very poor stuff.

What of Dr. Wiley Now?

Have the food interests of the country considered carefully what the triumphant return of Dr. Wiley as head of the Federal food forces means?

For months Dr. Wiley was under a cloud. His hands were tied. He was borne down by a hostile majority in the Federal Food and Drug Board, rulings which he had made were reversed by his own associates, his views on benzoate of soda, sulphur dioxide, whisky and other things were overborne, and altogether he amounted to very little.

But things have changed. Those who, encouraged by the inroads they had already made on Dr. Wiley's power, attempted to bring charges against him and rout him altogether, have been completely defeated. His enemies on the Food and Drug Board have been replaced by his friends, the President has complimented and upheld him, and he comes to the front in food matters again

much more of a commanding figure than ever.

What of the future?

From this on Dr. Wiley's always radical views on food questions will doubtless be more controlling than they have ever been. The doctor has always opposed benzoate of soda—he may find it hard to override the opinion of the Referee Board that benzoate is harmless, but I now predict that if permitted he will do it sooner or later.

Likewise the practice of bleaching dried fruit and molasses with sulphur dioxide. Dr. Wiley has always contended that there was no need of that—both products could be satisfactorily produced without any bleach, and only the interference of Secretary Wilson prevented him from ruling that they would have to be.

Perhaps readers hereof noticed that Germany recently adopted "Dr. Wiley's views" regarding benzoate of soda.

Doubtless they also noticed that the first suggestion the doctor made, after his triumphal return to power, was that there should be a National Health Department, the head of which should be a Cabinet member. Dr. Wiley did not offer himself as a candidate, but one can read between the lines without straining the eyes.

With the utmost regard for Dr. Wiley, and with perfect appreciation of his many intellectual and scientific attainments, I believe that to give him unlimited power to enforce his own ideas on food questions would be a most unwise and revolutionary thing. There would be no end to the upset which it might bring to business conditions. He would instantly place the ban on benzoate of soda and sulphur dioxide, and with scarcely a thought of the practical consequences, would ride his technical theories over everybody.

It looks very much as if the doctor had been put where he has the power to do this if he wishes to. Let us see if he wishes to.

E. J. B.



KNOX

GELATINE

Good reputation based on quality and constant, extensive publicity make it easy for you to sell **KNOX GELATINE**. It pays you a splendid profit. It *keeps on selling*, because it is pure, wholesome, nutritious, and because it makes two full quarts of jelly per package—a liberal moneysworth for your customers.

CHAS. B. KNOX CO.

JOHNSTOWN, N. Y.

The New York Letter

Movement on to Fight Brazil Coffee Corner. Opposing Opinions Appearing as to Free Sugar. Various Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, October 20, 1911.

It is now proposed to organize the coffee jobbers and roasters in the Front and Water street districts in this city in order to devise means for combatting the Brazil valorization "ring," as it is sometimes called. According to reports, a large number of the men in the trade have signed an agreement to enter the movement and to attend meetings when called.

These roasters and jobbers complain that their stocks are lower than in many years, with poor prospects of obtaining fresh supplies at advantageous prices. The way things are now going, they say, it will not be many years before the business will be cornered by a few large companies and most of the wholesalers now in the trade will find themselves eliminated. The present prices are condemned by the men in the movement as out of all proportion to what they should be if the law of supply and demand were not obstructed by the manipulations of the valorization interests.

It is proposed after the movement gets under way to extend it to wholesale grocers, and perhaps even to the general public.

Beside the question of price, it is stated that attention will be given to labels, in order to co-operate with the Government authorities in preventing the use of any labels that are misleading.

Harry A. Austin has entered the lists as a warm opponent of John Arbuckle, Mr. Spreckels and other independent sugar refiners who are advocating a tariff amendment putting raw sugar on the free list as a remedy for the present high prices.

Mr. Balfe ridicules the interest of the independents in the consuming public. In substance, he says that their apparent sympathy with the consumers is hypocritical and that what they are really trying to do is to kill off the domestic beet sugar competition, in which case the public would really be at the mercy of the foreign producers

and speculators and the seaboard refiners.

In an open letter Mr. Balfe says that the independents had an opportunity of late to show their love for the consumer by selling him some of the cheaper sugar that they had on contract, but instead they have usually been charging higher prices than those of the trust, so called.

At present, Mr. Balfe figures that the domestic sugar made from beets and cane amounts to one-quarter of the home consumption, and with a proper expansion in the next fifteen years we should raise nearly all of our sugar at home and in the insular possessions.

The removal of the duty on raw sugar would absolutely kill the domestic beet sugar industry, he said, and then in the case of another shortage in the foreign crop, or foreign speculation, this country would have to pay unprecedented prices for its sugar.

Opinions are quoted to indicate that 10-cent sugar would now be selling if it were not for the domestic beet sugar supplies, and these supplies promise the earliest relief from the present situation. Mr. Balfe looks forward to a vast growth in competition and to the establishment of refineries in all parts of the country, provided the beet sugar industry is allowed to develop, and this, he said, will be the best solution of the tariff problem, for there is no duty on the sugar grown and made at home.

There is no Sugar Trust—at least that is said to be the report of the accountants employed by a sub-committee of the House of Representatives, who have been working on the books of the big sugar refining companies in this city. The sub-committee met Monday in the office of Representative Wm. Sulzer in this city and received the report.

The members of the committee would not give any authoritative statement about the nature of the report, but it is hinted that the accountants found that the companies under investigation do not control more than 42 per cent. of the busi-

ness and do not own sugar producing lands.

After the sub-committee reports to the full committee, about November 15th, a definite statement may be made.

Twenty-six defendants are to be brought before the courts next Monday on the charge of having eggs of the "rot and spot" kind in their stores and bakeshops. Sixteen of the defendants are bakers. In some cases bakers were using eggs that had been practically hatched.

The arrests were made during night raids conducted by the Health Department.

Officers of the New York State Retail Grocers' Association met last week at Elmira. It was decided to have a representative at hearings at Albany on any bills that come up which may affect grocers in any way. It was also decided to conduct a lively campaign of organization, but not to begin until January, as in the opinion of those present, little can be done until grocers are through with the fall and holiday trade.

After their session the directors attended a meeting of the Elmira Society, and were handsomely entertained at a banquet by the local members.

The Manhattan and Bronx Retail Grocers Association will have a food show from November 13th to 25th at the Armory, Bathgate avenue and Tremont street.

This will be the first big food show in the heart of the Bronx. The committees are working hard and report everything favorable for a most successful show.

SUMMARIZED MARKET CONDITIONS.

Spot coffees are quiet, but full prices are paid on the hand-to-mouth business that is put through. The option market gives confidence to the holders. The situation in a general way is said to reflect the fact that much of the supplies are concentrated in strong hands. Mild coffees are quiet and firm.

Wholesale grocers are buying rice more freely than they did a short time ago, but are still careful not to load up with any more than they may reasonably expect to distribute in the immediate future.

There is a strong tea market,

with activity distributed in various lines. Formosas, Congous and Japans are all in active demand. The Japans will be put in stronger position, it is said, as a result of decisions of the authorities on the questions in relation to coloring.

Refined sugar is dull, as there is little new business coming forward at the present quotation of 6.75 cents less 2 per cent. The beet situation has caused some demoralization so that buyers are not especially interested by offers of resales at 5.85 cents. There seems to be no doubt that as a result of the high price of sugar the housewives have been curtailing the consumption, especially for preserving purposes.

In canned tomatoes prices are not so firm as they were a week or two ago. In various quarters a tendency to reaction is noted. This is attributed to the position taken by the buyers in large cities, especially in New York, who have balked at the recent advances. The general quotation for No. 3 Marylands is 97½ cents f. o. b. and some packers hold out for \$1. but there are packers who offer carload bargains as low as 95 cents. Brokers say that the jobbers are not well supplied as yet and must buy in considerable quantities before long. On the other hand it is said that the demand from the retail trade is slow. Corn is quiet, with an easy undertone, as the packers are making larger offerings. It is said, however, that strictly standard and fancy grades are not to be had at inside quotations. Spot peas are being bought to fill in and the market is firm. State string beans are offered sparingly and it is said that few packers have any surplus over their contracts. State pumpkin is attracting attention, but buyers and sellers are generally apart in their views of values.

There is not much activity in canned California fruit except in the way of deliveries on contracts. Prices are firm on any new business.

Prices of flour have been hardening and many of the mills have been taking a more independent position. The demand is moderately active and practically all grades are firm. Spring patents have advanced to \$5.55 to \$5.60 in wood, with some mills asking as much as \$5.70. Many buyers

LAST deal on VAN CAMP'S MILK for the year. The cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided, so you will appreciate the importance of the proposition which follows: We are going to give grocers one more chance to lay in a winter supply of VAN CAMP'S MILK. This will positively be our last big deal of the season. Order now. Get your VAN CAMP'S MILK delivered and billed in October, and on every jobber's bill dated in October and sent to us we will return the bill with the following cash rebate remittances:

\$1.00	cash rebate on each	5 cases
2.25	cash rebate on each	10 cases
6.25	cash rebate on each	25 cases
13.75	cash rebate on each	50 cases
30.00	cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesmen, or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once. Don't lose this opportunity to make money.

The Van Camp Packing Company
INDIANAPOLIS, IND.

hesitate about paying these higher prices.

Butter is steady all around. There is a fair offering of high grade fresh creamery, but the demand readily absorbs the arrivals. Specials are bringing about 31 cents; extras 30; firsts 27 to 29½ cents. The held butter of the same grades is about 1½ cents below these figures.

The egg market continues dull and unsatisfactory. There has been some accumulation of fresh gathered eggs in receivers' hands in the last week. The general tone of the market is weak and irregular. The Western fresh gathered extras are quoted at 30 to 31 cents; extra firsts 26 to 28 cents; firsts 23 to 25 cents.

FRED. A. MCGILL.

A Squabble Over the Norway Mackerel Squeeze

Philadelphia Concern Accuses New York Competitor of Attempting to Corner Market and Causing Present High Prices. Interesting Inside of this Year's Market. Matlage, of New York, the Competitor Accused, Outgenerals Philadelphia Dealer and Gets 25,000 Barrels, Over Half Available Supply. Philadelphia Firm Falls Into Speculative Trap.

An interesting condition has developed during the past week in the mackerel market, being an attempt by a Philadelphia concern, S. H. Levins' Sons, to convict a competitor of attempting to corner the market for Norway mackerel, thus putting prices on their present very high level.

Readers of this paper are aware that the mackerel market has advanced several dollars a barrel within the last few weeks. Scarcity was given as the cause. This year's catch of Norways is believed to be about 45,000 barrels, which was at least a normal catch, though nowhere near as large as last year, when about 80,000 barrels were caught. The heavy catch made last year's prices very low. In October, 1910, No. 1 Norways were averaging \$27 per barrel, as against \$32.50 to \$35 to-day; No. 2s, \$18, against \$22.50 to \$23 to-day; No. 3s, \$13.50 to \$15, as against \$18 to \$19 to-day, and No. 4s, \$11 to \$12, as against \$16.50 to \$17 to-day. It is claimed, however, that leaving last year out of it, present prices are no higher than the average for the last ten years, in spite of the fact that this year's catch of shore mackerel amounts to practically nothing, and the catch of Irish is much less than usual up to the present time.

It appears that early in the season when the condition of things became apparent, a number of speculators went into the

Norway market and began to gather in all the mackerel they could get. Most of these speculators were Norwegian concerns, but there was one from the United States—C. F. Matlage & Co., of New York. S. H. Levin's Sons were also looking around a bit, but Matlage led Levin to believe that he was not in the market at all, and that the best way to break the corner was for the American buyers to hold off and let the Norway market break of its own weight from lack of demand. Levin agreed and held off, but as it later developed, Matlage had simply set a trap for him and was industriously buying all he could find—in fact, was continuously acting with the other speculators. As a result, Matlage is supposed to hold 25,000 to 30,000 barrels of Norway mackerel, considerably more than half the available supply. He is the only concern offering them to-day. Levin, who is supposed to hold about 4,000 barrels, sold short, and is believed to be likely to net considerable losses when he comes to deliver.

Springing out of the above facts, S. H. Levin's Sons have made endeavors during the past week, through advertising in some of the daily commercial journals, to show 20,000 barrels of Norway mackerel were carried over from last year, which with the 45,000 admittedly caught this year, makes up a supply that

should insure low rather than high prices. The statement as to the 20,000 carry-over, however, is evidently a mistake, as all authorities appear to agree that there was not enough of a carry-over to have any effect on this year's market. In their advertising Levin's Sons accuse "two speculative firms, one in this country, and one abroad," of trying to corner the supply. They attempt to divert the demand to Irish mackerel, of which they have a supply.

CORRESPONDENCE.

To Buy a Low-priced Kront Cutter.

Sharon, Pa., Oct. 14, 1911.

To the Editor.

Dear Sir:—Some time ago I saw an ad. of a medium-priced machine for cutting kront, but cannot find it now. Will you kindly give me address of the firm that makes them or send this card to them, and greatly oblige,

Yours truly,

L. L. ANDERSON.

Write John E. Smith's Sons Co., Buffalo, N. Y. They sell the cutter you are thinking of.

The Staley Scheme Again.

Mauch Chunk, Pa.,

October 17, 1911.

To the Editor.

Dear Sir:—One of the members of this association has subscribed for stock of the A. E. Staley Manufacturing Co., of 437 North street, Baltimore, Md., of the par value of \$100 per share. Up to this time he has made nine payments of \$20 each on account of the stock, but he has recently been informed that this concern is not a manufacturing concern, but merely prepares starch and other articles for the market by putting them up in packages. It was represented to the member that the concern was a manufacturing concern, with a large plant in Baltimore and another somewhere in the West.

If you have any information in regard to these people, kindly let me have it.

Yours truly,

J. C. LOOSE,

Secretary Business Men's Association.

The writer's belief is that the Staley Company do have a starch manufacturing plant in Baltimore, and that they have recently bought or built another in the West. For years they have been trying to sell their stock to grocers, and in many cases have succeeded, but so far as we have

heard there have been no dividends as yet. The theory is of course that the grocer who holds stock will certainly sell the starch, thus assuring the company distribution of its products. And this is the fault which this journal has always found with the scheme—it fetters the grocer in his desire and need to sell the best goods, for the starch that will yield him stock dividends may prove not to be the starch that, from a merchandise standpoint, is the best for him to sell.

Mr. Callanan on the Consumer Who Bought Over His Grocer's Head.

New York, Oct. 16, 1911.

To the Editor.

Dear Sir:—What the grocer should have done was to get a can of the corn that the customer liked better than what he was selling, open one of his own alongside of it with his and test the quality of them together; if the corn was better he should have got it for him, if he could show the customer that it was not, he would have made a friend of him.

He should have supplied him with the jelly if the customer would take the whole of what he bought.

Yours truly,

L. J. CALLANAN.

Another Opinion.

Hartford, Conn., Oct. 16, 1911.

To the Editor.

Dear Sir:—Inclosed find a clipping from the front of a recent issue of your paper which expresses my opinion of the article by Herbert R. Melrose in your paper of October 16th.

H. C. TRACY.

The clipping referred to is as follows:—

The grocer who sold only the goods his customers called for, at the price they expected to pay, would sink before he had time to swim. Success in the retail business is simply impossible to-day without salesmanship.

Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's
Bouillon
Capsules

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

Electrical Helps

A liberal and judicious use of Electricity in the Grocery Store accomplishes an astonishing saving in time and labor; in addition to which the advertising value is positive. A Grocery Store using Electric Meat Choppers, Coffee Grinders, Fans, Refrigerators, Electric Light and Electric Signs, any or all of the applications, immediately serves notice on the public of that store's progressiveness and high class. This is not theory, it is a positive condition. If you are not using Electricity, this is the time to begin.

The Philadelphia Electric Company
TENTH AND CHESTNUT STS.



Best Quality Best Seller Pays Best

MERRELL-SOULE NONE SUCH MINCE MEAT

None Such Mince Meat has been the best selling, most satisfactory Mince Meat on the market since 1884. When you sell it you can be sure it will please your customers and bring them back, and you *want*

to sell it because it pays you a splendid profit.

Merrell-Soule Co.
SYRACUSE, N. Y.

Use Duplicate Salesbooks

and avoid errors and disputes with customers, know that your goods are charged when they go out of your store.

Two bills at one writing, they must correspond. The customer gets one, you have the other.



Our prices are so low you cannot afford to do business without them, for they will save you many dollars each month.

Write us for samples and prices

E. C. FELL MFG. CO.
1112-1114 Sansom Street, Philadelphia, Pa.



SELL A CASE instead of a can



Lots of your customers would buy VAN CAMP'S PORK AND BEANS by the *case* instead of a *can at a time* if you would suggest it and offer a little discount. When you sell this way you have a wholesale turnover at retail profits and the cost of delivering is not much more on a whole case than on a single can. Try this.

"Our Extensive Advertising Makes It Easy"



VanCampPackingCo

INDIANAPOLIS, IND.



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



CXXV.—Paying Money Under Mistake—Can it be Recovered?

What is the legal status of a man who pays to another person money which he did not owe, but which he mistakenly believed he owed when he paid it? Can he recover it? Business is full of such instances—merchants who overpay their accounts, consumers who overpay merchants, banks who honor checks when the deposit is insufficient to cover them, employers who pay employees more than is due them, and so on. I figure that the subject is pertinent, and therefore worthy of some discussion.

Generally speaking, the rule is that a person who pays money under a mistake of fact—in other words, if he believed as a matter of fact that he owed it when he did not—can recover it. And if the person to whom has been mistakenly paid is dead, it can be recovered from his estate.

The rule is the exact opposite when the payment is made under a mistake of law. Under the weight of authority, the man who, knowing all the facts, pays money under the mistaken impression that he is legally liable, cannot recover it, as he is supposed to know the law.

Both rules, however, have exceptions, as I shall endeavor to make clear.

The rule which allows the recovery of money paid under a mistake of fact is rather a broad one. It is not even required that the person to whom it is paid should have known he was collecting money not due. He need not have been guilty of any wrongful act at all—the point is, was the money owed? The man who pays can even recover it if he could have known the facts, but did not. But if the payor, after he has discovered his mistake, is unduly slow in giving the payee notice and his tardiness

puts the payee at a disadvantage, then he cannot get his money back.

The case books are full of cases decided under this principle. Here are a few instances:—

A salesman employed on commission had a running account with his employer. He obtained another position and asked for a settlement. A balance was struck, and the employer paid the salesman \$450, which the books showed he owed him. The salesman receipted in full, and the account was closed. Within a week the employer discovered that an error in bookkeeping had caused him to pay the salesman \$200 too much; he owed him only \$250. Accordingly he demanded a return of the overpayment, which the salesman refused to make on the ground that the account had been closed and the matter settled. The court decided against him, and he had to refund the \$200.

If, however, the mistake had been discovered within a week, while the salesman still had the money, but notice of it had not been given him for three months, by which time he had spent it, it is highly improbable that the courts would have compelled him to return it.

In other cases, an insurance broker was compelled to refund money paid in excess of commissions owed, a bricklaying contractor was compelled to hand back money mistakenly paid him for work not done, and so on.

There are two important exceptions to the rule allowing the recovery of money paid under mistake of fact. First, money paid by a bank on a check which did not have sufficient funds on deposit to cover it. The law holds a bank responsible for exact knowledge of the condition of

its depositors' accounts, and if a \$500 check of John Jones' is presented and paid, and John Jones has only \$400 on deposit, the bank is out \$100. There is one exception to this—where the payee of the check knew that the maker's deposit was not sufficient. In that case he must refund.

New York is practically the only State where the above exception does not hold. There are some cases in that State which rule that a bank can recover money mistakenly paid out in the manner I have described. The great weight of authority, however, is the other way.

Another exception is where a person accepts and pays a draft under a mistake as to facts, which, had he known them, would have caused him to refuse it. He cannot get his money back either, unless the person whom he paid knew the facts of which the acceptor was ignorant.

Just here there is an interesting little principle of law affecting the mistaken payment of money to agents. The rule is that where money has been paid under a mistake of fact to an agent, and the agent has in good faith paid it over to his principal, he (the agent) is not personally liable for the return of the money. But where he has not paid it over at all, or pays it after being told of the mistake, he can be compelled to personally return it. This is often useful in cases where the agent is more financially responsible than the principal.

I think that I should say that the mistake of fact must be one going to the very heart of the payor's willingness to pay. If he would or might have paid anyway, he cannot recover merely because he did not know the exact truth when he paid.

As to money paid under a mis-

take of law, the rule, as I have said, is that where all the facts are known and the mistake is purely one of legal liability, the money cannot be recovered.

For instance, I remember a recent case in which the maker of a note wrongly construed a clause in it as meaning that he was liable for interest. After he had paid the interest, he discovered that he was not legally liable for it and brought suit to get it back. The court refused to give it to him, on the ground that he had made a mistake of law.

A manufacturer was threatened by an employee who had met with an accident on his premises. Believing himself legally liable for damages, the manufacturer paid him \$500. Later the Supreme Court of his State made the statement in a decision that the law had always been such as to relieve an employer from liability in a case precisely like this manufacturer's. The latter then sued to recover his \$500, but he did not get it, because the mistake had been one of law.

There are also many cases in which the legal effect of a contract has been misinterpreted by one of the parties, and payments of money made under that mistake of law. Such money has never been recovered through the courts.

There is one general exception—where the mistake of law has been deliberately created by the false statements of the person who subsequently benefited by it. In that case the money can be recovered.

The State of California, almost alone of all the States, doesn't hold the above view. There money paid under a *mutual* mistake of law can be recovered under a State law. In Kentucky also there are some cases that hold similarly, though there is no State law on the subject.

(Copyright, October, 1911, by Elton J. Buckley.)

Question: C. H. Weyant, Mt. Union, Pa.—I hold a judgment exemption note payable at my bank here, given me for merchandise for the family of one of my customers who is and was a widower in all the transactions I here state. He bought a lot and had it deeded to a minor child, who is still a minor. This was prior to my transaction with him. He paid for the lot himself and built a house on it, paying for

hat himself. Can I enter my note against this property or make my money secure in any way?

Answer.—I assume from what you say that you never entered up your judgment. That was a mistake, unless you had some reason for it which you haven't told me. A judgment note should be entered up at the earliest possible moment.

If your debtor owns real estate to-day you can get after it under your judgment, but you can't if he took title to it in some one else's name. I say you can't, but if you could prove that he paid for it with his own funds and merely deeded it to some one else in order to keep you and other creditors away from it, there might be a chance to reach it, on the ground that the holder was merely the real owner's trustee.

I should enter up the note at once, however.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Talk Boiling Over Free Sugar.

The Various Movements to Remove Sugar Duty are Stirring Up Washington. Beet Sugar Interests Will Fight Free Sugar Hard. Nevertheless, Sub-committee Chairman Says They Will Probably Introduce Bill to Make It Free.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

October 19, 1911.

The various statements issued by authorities on sugar, that the tariff should be removed, have all been read with consuming interest here, as it is well known that the revenue from the sugar tariff supplies a large slice of the money needed to run the Government.

One of the statements to reach here during the week was from Clarence C. Hamlin, chairman of

the Executive Committee of the United States beet sugar industry. Mr. Hamlin sent his statement from Colorado Springs, Col., and in substance it was that the beet sugar interests will fight hard any attempt to remove the tariff, which would remove all the protection from the home sugar manufacturing interests.

The result of the meeting of the sub-committee of the Congressional Committee which is investigating the sugar conditions, and which held a meeting in New York during the week, has also reached here. It appears that Representative Sulzer, of New York, who is chairman of the sub-committee, announced that the committee would probably introduce a bill in Congress in December to place raw sugar on the free list. Mr. Sulzer issued the following statement:—

The sub-committee has had expert accountants at work on the books and papers of the various refining and producing companies, and from the reports so far submitted I believe that the only solution is making raw sugar duty free. Sugar is a food necessity and should not be taxed. While the accountants have not yet finished their labors, it is already apparent that the recent sensational rise in the price of sugar was due to a combination of foreign raw sugar dealers who control the price of sugar through the assistance of the American tariff. Without that tariff this combination, which meets monthly and decides what the price of sugar throughout the world shall be on each day of the coming month could not dictate the price of raw sugar to American refiners.

HOLT.

AMONG THE TRADE.

A petition to have the Eastern Provision Co. declared an involuntary bankrupt was filed in the United District Court at Philadelphia on Tuesday. The creditors are Swift & Co., whose claim is \$45.27; A. F. Bickley & Son, \$298.55, and the Southern Cotton Oil Co., \$193.75. The concern has been doing a retail business in butter, eggs and oleomargarine on Filbert street, above Twelfth, for several months. The next day the concern issued a sensational statement in which they declared they were solvent and accused Armour & Co. of putting up the scheme to get control of their business.

Cranberries range about unchanged—\$6.75 per barrel for the best Cape Cods. The warm weather has made demand light.



A MERCHANT ASKED HIS CUSTOMERS

whether they would rather have a monthly statement or a statement in full after each purchase, as given by

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

More than 75 per cent of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement and a statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

MAY WE SEND YOU INFORMATION, ABSOLUTELY FREE? A postal card will bring it.

McCaskey Systems for years have sold from \$35.00 and upwards, according to type and size.

The McCaskey Register Co. ALLIANCE, OHIO.

Branches:- New York, Boston, Washington, Pittsburg, Chicago, Atlanta, Memphis, Minneapolis, Kansas City, San Francisco.

Canada - Dominion Register Co. Ltd. - Toronto.

England - Dominion Register Co. Ltd. - Manchester.

Australia - New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED
SALESBOOKS IN THE WORLD.



My Hunch on the Retailer that Sent His Trade to the Jobber.

Did you see that story in the "Grocery World and General Merchant" last week by a fellow that tried to get his grocer to put a couple of things in on a guarantee that he'd buy 'em right along and take all he bought? The grocer wouldn't do it, and the fellow went and got a case of each from a jobber over the retailer's head.

The editor said in the article to send in your opinions as to whether the grocer was right when he said he wouldn't put the things in.

Here's my opinion—I think he was a fool. I also think he was an ass, and if I had him here I'd hand him a note saying so, to be opened after I'd went.

Of course he was a fool. By gravy, how do such mutton-heads stay in business?

I'll tell you why I think he was a fool. The two things he wouldn't put in, if my memory is all right, were a brand of jelly and a brand of canned corn. All right. Now of course he had a lot of brands of both already in stock. Probably nobody had asked him to put those brands in—he wouldn't have paid any attention if they had. I calculate he chose 'em all himself and put in what he wanted.

And his trade took 'em. Why? Not because they would have picked 'em, but just because that's what he sent when they ordered canned corn or currant jelly, and the quality was good enough.

That kind of trade is all right, but I'll tell you what's better—it's to sell stuff that people want—that's been ordered—and that somebody has guaranteed to buy.

It's better because there's no work in selling it. Don't you see that? You don't have to show it, you don't have to recommend it, you don't have to talk it up.

And here's the biggest thing of all about it—you don't have to cut the price.

Fool! By gravy, that word ain't strong enough; if the editor would let me, I'd call him a fool with another word in front of it. You know what that word is better than I do, for you use it oftener.

I know a grocer that could prove this fellow to be an ass. He prints a standing offer in his little store paper to put in stock anything anybody wants, and he'll do it, too, but of course he makes 'em sign an order for it first, in which they agree to take a certain amount, and he only does it anyway with people that he knows are all right. Pay? Maybe it don't pay!

Now I know just as well as you do what's in your minds. You've been waiting for a chance to say that a fellow with limited capital couldn't do that, because his stock would soon get too big.

Just let your uncle show you why that ain't so. I asked this fellow who makes the standing offer how he managed that, and he showed me in two seconds. For every brand he gets one of those orders for, he cuts out one of the brands he's been keeping in stock, if it's just one of the regular stock ones that there ain't any particular call for. Know what I mean?

In that way his stock don't get any bigger at all. He merely cuts out the things he filled orders with, but which hadn't been specially called for, with other things that had been specially called for.

D'ye get it? Why it's a cinch!

One day last week I was in an up-State jobbing house, and one of the firm brought up this article.

"Did you see that?" he asked.

"Yes, I did."

"What did you think of it?"

I told him.

"What did you think of the jobber that sold a consumer over the retailer's head?" he asked.

"He was right!" I said. "Good for him—he did just the right thing. Do you think if I was a jobber I'd allow that fat-head to block the sale of my goods that way? Not on your life! He did the square and the decent thing by sending a salesman to the retailer first and telling him he had this trade for him. The fool turned it down—what was the jobber to do? He could do just three things. He could say to the consumer, 'sorry, old man, but your grocer won't put the goods in, and you'll have to go without 'em'. Or he could send him to another grocer maybe twenty squares away, where he'd never go. Or he could do what he did—sell him himself and get the goods in. You can bet I'd sell him myself in a case like that, and every retailer with brains in his head would say I did right."

I feel you fellows will, too. If you don't, here's a swell chance to say cruel things to me.

THE STROLLER.

Proposed National Tea and Coffee Association.

There is an effort on foot to organize a National Tea and Coffee Dealers' Association, to be composed of both wholesale and retail dealers. The aims of the proposed organization are supposed to be as follows:—

First.—Lowering the price of coffee to dealers and consumers, by organizing both classes to secure such help from the Government as would break up the present coffee combination and restore prices to their normal level.

Second.—It would co-operate with the pure food authorities to secure a just enforcement of the pure food laws and the enactment of such new regulations as would conserve the best interests of the trade in all sections.

Third.—It would seek the correction of trade abuses, such as prepaying freight and express charges, package cost charges, long credits and selling prices unaffected by first cost fluctuations.

Fourth.—It would work for a tax on tea coming into this country from Canada, and for such other tariff protection as should be properly accorded American tea packers in the building up of a distinctly American tea business, including a tax on all foreign tea containers.

Fifth.—It would handle freight rate questions and seek to evolve a system of credits for the use of members.

Sixth.—It would gather statistical and other useful information, and seek to develop a better social spirit among its members, holding frequent meetings, at which matters of vital interest to dealers could be discussed; such, for example, as concerted efforts to kill off coffee substitute competition, ways and means to increase the consumption of teas and coffee, etc.

Only Five Pennsylvania Cities Appoint Weights and Measures Sealers as Yet.

Outside of Harrisburg, Altoona, Pittsburgh, McKeesport and Meadville Entire State Ignores New Sealers Act. All Cities Named Appoint Officials and the Act is About to be Enforced Therein.

Up to the present time the various cities and towns of Pennsylvania have been very slow to take advantage of the act of 1911 creating sealers of weights and measures. It will be remembered that the act went into effect, as to a given town or city, as soon as the councils of cities, or the commissioners of counties, should appoint the sealers and fix their salaries.

Up to the present time but five cities in the whole State have paid any attention to the act—Harrisburg, Altoona, Pittsburgh, McKeesport and Meadville. All of these have appointed sealers, fixed their compensation, and sent their official weights and measures to Harrisburg to be tested.

Under the act of 1911 the Mayor of each city in the State and the commissioners of each county are empowered to appoint local inspectors or sealers of weights and measures, the number of such officials and the pay of each being within the authority of the local appointing powers to determine. It is optional with cities and counties whether they shall take advantage of that act or not. How the fact that these political jobs are ready has escaped the heelers is a mystery.

THE GROCERY MARKETS

Tea.

The tea market has remained unchanged during the week. The demand has been excellent, especially for low grades, which are strong and tending higher. No actual advance has occurred during the week, and may not occur in the future.

Coffee.

The coffee market shows a further advance for the week. All grades of Rio and Santos are probably $\frac{1}{4}$ cent higher, owing to continuation of the firm crop reports from Brazil. Mild coffees are steady to strong, but show no further change for the week. Java and Mocha unchanged. The demand for coffee, considering the state of the market, is good.

Sugar.

The sugar market is nominally unchanged. There is to be a convention of representatives of the sugar countries in Europe on October 29th, to decide whether Russia shall be allowed to unload some of her surplus raw sugar. Under an agreement entered into by the chief European sugar countries, this has been kept off the market up to this time. If the Russian sugar is to be marketed, the world's markets will without doubt decline, and the sugar situation will be relieved. Refined sugar shows no change for the week. Practically all of the second hands holders of domestic beet granulated, who bought cheap and have been offering sugar far below the regular price, have withdrawn, it is said because of a threat by Arbuckle Bros. to break the market if they did not. Plenty of beet granulated can be bought from first hands, however, at about 20 points below the regular refining price. The general demand for refined sugar is fair.

Fish.

Mackerel is very firm, largely by reason of scarcity, but partly because the stock of Norways is concentrated in a very few firm hands. Norways are not much offered, but it is fair to quote the market 50 cents a barrel better than a week ago. Irish mackerel are also probably a dollar a bar-

rel better. The demand is fair. Cod, hake and haddock are tending slightly higher; demand fair. Domestic sardines can still be bought at the same price, though news from primary markets is strong. Imported sardines dull and unchanged. Salmon shows no change and a quiet demand. Red Alaska, particularly the first shipments, has sold at a very high price.

Syrup and Molasses.

Glucose is unchanged for the week, and so is compound syrup. The demand for the latter is fair. Sugar syrup is dull and firm, by reason of reduced supplies. Molasses is unchanged and dull. The first new crop will reach Northern markets within a few days.

Canned Goods.

If anything, tomatoes are slightly easier, though the tension is not yet entirely relieved. The nominal price for Maryland 3s f. o. b. in a large way is \$1 per dozen, but it has always been possible to buy at 97 $\frac{1}{2}$ cents, and late in the week there were offers at 95. The continued warm weather is partly responsible. The demand for tomatoes is dull. Corn is fairly steady and in quiet demand. Peas high and quiet. Apples are unchanged from a week ago, although here and there one hears offers of about 15 cents off for New York State gallons. Considering the large crop, the market should be easy rather than strong. California canned goods are unchanged and quiet. Small staple canned goods are unchanged with the exception of spinach, which is about 10 cents higher.

Dried Fruits.

Prunes are unchanged, high, but very quiet. Most authorities seem to feel that the large prospective supply of evaporated apples is likely to hurt prunes. Peaches are unchanged and quiet, and so are apricots. There has been very little doing in apricots this season. New crop raisins are going to be late, but the market and the demand light. Currants are about unchanged and in fair demand.

Beans and Peas.

Domestic pea beans are higher, by reason of bad crop weather in the growing districts. The advance for the week amounts to about 10 cents per bushel. The demand is fair. Domestic marrows are still high and bid fair to continue so throughout the season. California limas are about 10 points higher for the week. Green and Scotch peas are unchanged and very high.

Butter.

There is an active consumptive demand for all grades of butter, and the receipts are clearing up daily. The make of butter is shorter than usual for the season and the average quality is very good. Since the last report the market has eased off 1 cent per pound, and is firm at the decline. If there is any change, it will probably be a slight advance. The above applies to all grades of solid and packed, nearby and Western.

Eggs.

The receipts of new-laid eggs are very light and meet with a ready sale at a premium over quotations. The consumptive demand is promptly absorbing all fresh stock on arrival, and the bulk of the receipts show a percentage of old stock and have to be sold at concessions. Stocks of eggs in storage are large and the market is barely steady, though unchanged. The demand for storage eggs is only moderate.

Cheese.

The consumptive demand for cheese is very good and the receipts of all grades are cleaned up on arrival. The quality of the average cheese arriving is very fancy, and there is very little under grade cheese about. This has caused a good demand for the higher grades, and the market is healthy, with lighter stocks than usual. Continued active trading is looked for.

Provisions.

The market on all cuts of smoked meats is steady and unchanged, with a seasonable consumptive demand. Stocks are about normal for the season and the outlook is steady, with possi-

bly a slight decline as the season advances. Both pure and compound lard are steady and unchanged, with a seasonable demand. Barrel pork is in fair demand at unchanged prices. Dried beef is firm and stocks are well cleaned up. Canned meats steady and unchanged.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

There is considerable activity in the evaporated apple market. Export continues to come in with new business, and the packers are very busy filling contracts on sales made during the summer. The output is going to be quite large, but the demand is enough larger to offset the increased supply. Prices are ruling steady at 8 $\frac{1}{4}$ cents f. o. b. in 50-pound boxes for strictly prime quality. Choice quality is $\frac{1}{2}$ cent per pound higher.

Raspberries are steady and are being pretty well cleaned up at 27 to 28 cents per pound f. o. b. in barrels.

Chops are very scarce and are meeting with a good demand from abroad on a basis of 2 $\frac{3}{4}$ to 3 cents in barrels.

Waste is steady at \$1.70 to \$1.75 per hundred pounds f. o. b. in bags.

C. C. HALL.

Rochester, N. Y.

Spices.

The market continues quite active and we note a decrease in the spot supply of spices. In fact, the narrow stocks in our country at present are far less than they have been for years past. Higher prices are generally anticipated. Prices abroad are well above our own in value.

Pepper quite steady without any change of special interest. Present stock is unusually small.

Red peppers somewhat firmer. Mombassas are quoted higher.

Cloves.—Some new arrivals temporarily relieve the situation. All stocks have been pretty well cleaned up and there is little to be had. Large lots are expected at the close of the month. Prices generally firm.

Pimento (Allspice) steady but unchanged. Demand very good.

Nutmegs very active for all grades. Prices are tending upward. Higher prices are positively looked for in all markets.

Mace.—Demand exceptional. Supplies here and abroad very

small. Indications point to advances.

Cassias.—Saigon in fair supply. Prices slightly lower. Batavia unchanged. China grades are in good supply. Prices firm.

Gingers.—Spot prices are firm. The tendency is upward rather than the reverse.

Tapiocas fairly steady and in good demand. No special features to report.

Seeds and Herbs.—Big demand for all grades. Most articles are firm. It is reported there is a bad crop, owing to the dry weather in Europe. Caraway firmer. Poppy unchanged. Celery and Mustard still in fair demand.

McCORMICK & Co., Inc.
Baltimore, Md.

MARKET NOTES.

Florida pineapples are still coming North, and are selling cheap, but are moving very slowly. The range is \$1.50 to \$1.75 per crate.

Florida grapefruit is a little weaker, but is still ruling very high—\$4 to \$7.50 per crate. There is just about enough coming to supply the small trade.

White potatoes are holding their own—65 to 70 cents per basket. It looks as if they would hold about this price for the balance of the season.

Chestnuts are still very plenty, and this and the poor quality ex-

plains the unusually low price—\$2 to \$2.50 per bushel. The demand is light.

Late Virginia peas are still coming forward, but are not very enthusiastically wanted. The range is \$2.50 to \$2.75, and most of the receipts are poor.

Seckel pears range from \$3.50 to \$6 per barrel, with fancy fruit worth perhaps a little more. Most of the receipts are of small size. The demand for good pears is good.

Third Quarter's Grocery and General Store Failures.

Official Report Shows Increase in General Store Failures and Decrease in Grocery Failures.

The official report of failures among grocers and general storekeepers for the third quarter of 1911, as compared with the same quarter of 1910, has just been received. Grocery failures are fewer, but general store failures were greater.

The figures are as follows:—

General Store Failures.—Third quarter, 1911, 266; liabilities, \$2,258,134. Same quarter of 1910, 246; liabilities, \$1,572,716.

Grocery Failures.—Third quarter of 1911, 439; liabilities, \$1,577,377. Same quarter of 1910, 570; liabilities, \$1,745,875.

and pencil and get them all down. And get a few of each in the window and a big card to read:—

AUTUMN SHOW OF THINGS IN GLASS.

If you're on the job there is no time to waste in our business. It's working and thinking and then working and thinking again.

While visiting a young progressive minister the other evening the writer noticed on his study wall neatly framed these words: "Trust in God and work like the devil." Oh, said he, "The devil is the king of workers."

Selling Asparagus.—A can of whole asparagus is wanted. You put down two of the same size. One is 30 cents and the other is 40 cents. It's up to you to describe the difference. If you can't, one of two things is likely to happen, either the sale is lost or the cheap one bought.

The cheap one (No. 2 square can) holds about 22 spears. The other from 8 to 10. The larger the spear the finer the goods. That is the more tender and by

far the nicest flavor. "The reason this grass is white and tender, madam, is because it is kept under ground, the tips or shoots being cut off as soon as they appear, sending back the substance to the hidden stalk."

We Forget About the Nice Goods, such as C. & B. jams, vinegar, anchovy, etc. The middle-class store clerk is apt to let these remain on the shelves and take care of themselves. That isn't good storekeeping.

You can overdo the bargain display. Talk with your manager about this and if he approves it you'll hear many a remark something like this: "Why, I didn't know you sold these things" or "I'm glad to know you carry such and such a brand of imported oil."

What, 15 Cents For a Bottle of Ammonia?—Well, we have the same size bottle for 10 cents. One is 8 degree ammonia and the other is 18. Let her smell them both—if she can stand it. Smelling the difference is a sale maker.

Southern Wholesale Grocers' Association Completely Shorn of Power

Consents to Decree Being Entered by United States Government Enjoining it from Conspiring Against Concerns Not Members, Against Free and Open Prices and Against Manufacturers Who Allow Prices to be Cut. Forbidden to Give Rebates to Holders of Limited Prices or Publish Black Lists.

In a recent issue it was stated that the Southern Wholesale Grocers' Association, which was prosecuted by the United States Government for restraining trade and competition, had consented to the entering of a decree against it dissolving it, or compelling it to radically change its methods. This decree was filed last Tuesday, and allows the association to live, but only after reforming its methods. A copy of the decree has been obtained. It is too long to reproduce verbatim, but its substance appears below. The order is directed against the Southern Association, a corporation, and the following individual wholesale grocery houses: The McLester-Van Hoose Co., James A. Van Hoose, Robert McLester; the Alabama Grocery Co., S. W. Lee, Joseph H. McLaurin, L. M.

Hooper, F. E. Hashagen, C. W. Bartleson, Robert Moore, Thos. C. Davis, B. B. Earnshaw, C. C. Guest, T. H. Scovell, W. T. Reeves, R. A. Morrow, J. H. C. Wulbern, J. D. Faucette, W. A. Scott and James W. Lee. All these concerns are enjoined:—

First.—From combining, conspiring, confederating or agreeing together, or with others, expressly or impliedly, directly or indirectly, to prevent manufacturers or producers engaged in selling or shipping commodities among the several States and in the District of Columbia, from selling such commodities to any person who is not a member of the said the Southern Wholesale Grocers' Association, or who is not listed in the so-called "Green Book," published by said association, its officers and agents, and entitled "Official list of wholesale grocers in the States of Alabama, Arkansas, District of Columbia, Florida, Georgia, Indian Territory, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia," or any book, pamphlet or list of like character; and they and each of them be, and are likewise

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

Don't Like Responsibility?—Then you don't like the idea of getting up in the world. To dislike this thing is the greatest hindrance we know of advancement.

"You'll never get charge" while you feel and act that way. Yet the writer has met in his business experience thousands of fellows that simply fear the least bit of responsibility. Back of the counter for them—always.

And while back of the counter is interesting and cheerful work you should consider it only one

stage. And you should fill the duties of that stage so satisfactorily that you grow too big for it. Then responsibility comes. Then you grab it. Give it such a hearty welcome and throw so much energy and good will into it that there'll be more coming.

The Flies of 1911 Have Gone.—Peace to their wings. So out with your glass goods. Surprising how many things that you carry that are under glass. Get out on the floor with your paper

enjoined, restrained and prohibited from publishing, causing to be published, aiding, assisting or encouraging the publication, distribution or circulation of any book, pamphlet or list, wherein is contained only the names of the wholesale grocers located in the territory embraced by said organization who have announced their intention, or agreed, directly or indirectly, expressly or impliedly to work in harmony with said association.

Second.—From publishing or distributing or causing to be published or distributed, or aiding or assisting or encouraging in the publication or distribution of any list or lists of manufacturers or producers who have, expressly or impliedly, directly or indirectly, agreed to sell only to members of said association, or to persons, firms or corporations listed in said "Green Book," or book, pamphlet or list of like character.

Third.—From combining, conspiring, confederating and agreeing together or with others to fix a price at which any commodity shall be sold to or coerce, manufacturers and producers engaged in selling and shipping commodities among the several States, and in the District of Columbia, to fix a limited selling price at which such commodities are to be sold, and to have such price printed on cards and distributed; and they are hereby enjoined, restrained and prohibited from printing, causing to be printed or encouraging or aiding in the printing of such cards, or their distribution; and they and each of them are likewise enjoined, restrained and prohibited from conspiring, confederating or agreeing together, or with others, expressly or impliedly, directly or indirectly, to prevent such manufacturers and producers from selling and shipping commodities to any wholesale grocer who does not maintain the price so fixed and listed; and they and each of them are likewise enjoined, restrained and prohibited from demanding and receiving from any such manufacturer or producer any rebate, bonus or emolument of any kind to be paid any wholesale dealer or jobber for and on account of the fact that he has maintained the limited selling price; and are likewise, enjoined, restrained and prohibited from paying or delivering any such rebate, bonus or emolument of any kind, directly or indirectly, to any such limited selling price, or demanding any fine or penalty, directly or indirectly, from any wholesale grocer or jobber engaged in commerce among the several States and in the District of Columbia, for and on account of such wholesale grocer or jobber not having maintained said limited selling price.

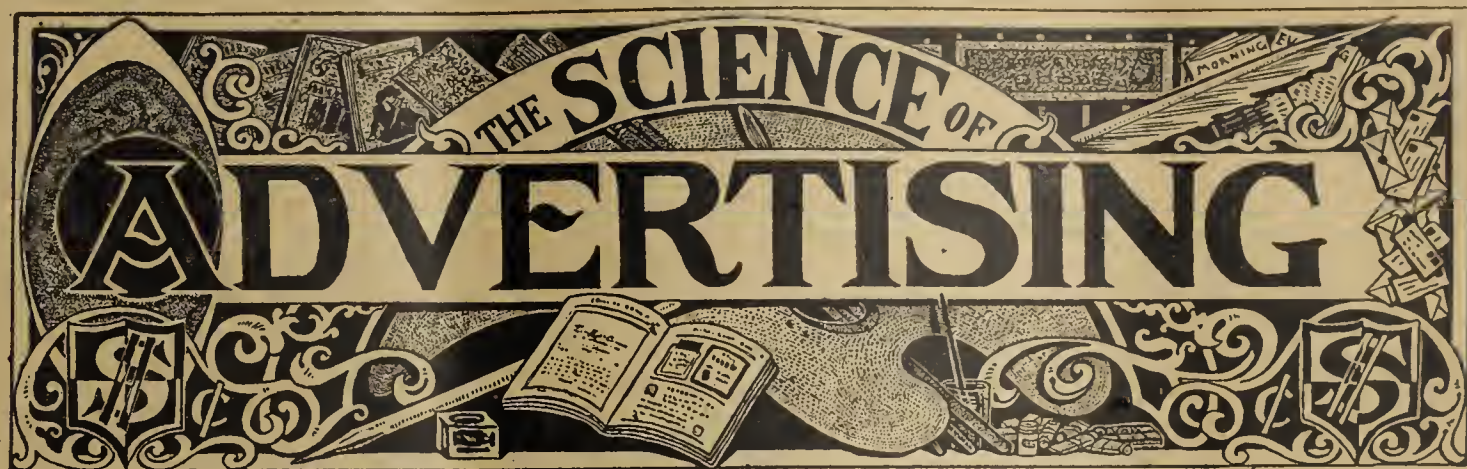
Fourth.—From conspiring, confederating or agreeing together, or with others, expressly or impliedly, directly or indirectly, to boycott any manufacturer or producer, wholesaler or jobber engaged in commerce among the several States and in the District of Columbia, for and on account of any such manufacturer, producer, wholesaler or jobber having sold or transported in interstate commerce any commodity to any person, or who does not maintain the said limited selling prices, or who is not listed in the said "Green Book," or book, pamphlet or list of like character; and also from combining, conspiring, confederating and agreeing together or with others, expressly or impliedly, directly or indirectly, to prevent any person, firm or corporation who refuses to join said association, or who refuses to maintain said limited selling prices, or who sells

commodities direct to the consumer, from purchasing such commodities from manufacturers, jobbers, producers or wholesalers engaged in commerce among the several States and in the District of Columbia; and also from conspiring, confederating and agreeing together, or with others, expressly or impliedly, directly or indirectly, to increase jobbers' profits by increasing prices at which wholesalers and jobbers shall sell any commodity in interstate commerce.

Fifth.—From conspiring or agreeing together, or with others, expressly or impliedly, to do or to refrain from doing anything, the purpose or effect of which is to fix or maintain the price at which any commodity employed or intended to be employed in commerce among the several States and in the District of Columbia, shall or should be sold to any manufacturer, jobber, wholesaler or retailer, or the purpose or effect of which is to hinder or prevent by intimidation

or coercion any person, firm or corporation from buying or selling any such commodity wherever, whenever, from and to whomsoever, and at whatsoever price may be then and there agreed upon by the seller and purchaser.

Outside of the above lines, the Southern Association can operate, but the above decree shears it absolutely of its former power.



A Pennsylvania correspondent sends in a circular which contains a paragraph that supplies a good text for a talk upon one phase of advertising which I have been minded to give for some little time. Here is the paragraph in question:—

FRESH MEATS.

We have a complete stock of fresh and salt meats at all times. Our fresh meats are all home-dressed and kept in the most sanitary manner. Our aim is quality in everything. You may be able to buy cheaper meats than Alexander's, but you can buy no better at any price. Our beef is from Prime Steers only—no cows, no heifers. Our lambs, calves and hogs from nearby farms.

The theme is the extent to which good advertising material is passed over and lost sight of. The advertiser is so familiar with the subject himself that he thinks everybody else is. This leads him into two errors: First, making unintelligible references and statements which are clear to him but not to anybody else. Second, losing the chance to make explanations which in themselves make good advertising matter.

For instance, in the above paragraph there is material for five good meat advertisements, all of which is wasted. First, the statement is made "our fresh meats are all home-dressed." Most people know that "home-dressed" meat means meat killed in nearby slaughter houses, but they don't know why it is better than Western meat. You evidently know why it is, and you appear to think that is a point in

its favor—why don't you explain and bring the point out? Say with an advertisement along this line:—

Why Home-Dressed Meats Are Best.

A very interesting advertisement could be written on this subject—one that ought to pull.

Second, "our meats are kept in the most sanitary manner." What do you mean by that? Everybody is interested, up to a certain point, in knowing how the meats they may buy of you are kept; why not tell them?

What We Do With Our Meats Before You Get Them.

This suggests the theme, which could be very readily worked up. Third, "Our Beef is From Prime Steers Only—"no cows, no heifers." As a matter of fact, there is material here for two advertisements.

What "Prime" Means in a Steer.

is one; every once in a while I see that word used in a meat advertisement, but never yet have I seen it explained and I have today only the vaguest idea of its meaning. You can get a first-class advertisement out of an explanation. Another advertisement could be written around why meat from prime steers is better than from cows and heifers.

The average person would think the latter tenderer because younger. Evidently this isn't so—tell people why. You not only instruct them, but you do impressive and interesting advertising for yourself—advertising far above in pulling power the usual tame meat advertisement.

Still a fifth advertisement can be written around the fact that "our lambs, calves and hogs are from nearby farms." There must be some advantage from that, or you wouldn't put it in the advertisement. What is it?

This gives an idea of what I meant when I said that so much good advertising matter is allowed to go to waste. I can take 70 per cent. of the advertisements and circulars that come in here and find texts for first-class advertising lying tucked away just as these four or five texts were tucked away in this short paragraph.

My file of matter for criticism is getting low—please send in more.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Ice or Mechanical Refrigeration. Dishing the Basement Floor.

Reverting to what I said two weeks ago concerning electrical appliances, the conviction that I hold in this connection is not based on faith, but on practical knowledge; for I had the first electrically driven coffee mill in our town. It was a sort of home-made, makeshift affair since there was nothing of the sort on the market that had passed the experimental stages in 1894, so we had to connect the old mills to a countershaft and run that from the motor; but we set it up in our window and the sight of its quick-whirling wheels increased our coffee business very rapidly, so it "paid its board" from the start. Moreover, the motor was used for over ten years and was sold for 25 or 30 per cent. of its cost when we installed the latest, direct connected mill a few years ago. That is one reason why I "believe in" electric power.

Refrigeration is a long standing problem in all grocery stores. With the growth of demand for a continually extending line of the more perishable goods; the in-

sistence on the sale thereof literally in the pink of condition; the advance of sanitary science and the dissemination of hygienic knowledge, efficient, economical refrigeration becomes a very pressing issue.

So far as ice is concerned, there has been no fundamental improvement almost since the beginning. The science of insulation has been thoroughly understood for numberless years, and while here and there is some man who makes extraordinary claims for his "insulator," there is really little choice among them. I am using a refrigerator which we bought new in 1882. It is precisely as good as new to-day, so far as retaining cold is concerned. Moreover, it is fully as good an insulator as I have seen, judging from apparent general results without scientific comparison. Also, I have no complaint to enter about its consumption of ice and do not think I should make any change on that account, except that I am sure there would be less waste of cold air under mechanical refrigeration.

Mechanical refrigeration will do several obvious things for me

at once. It will remove from the store all that slop and dirt incident to the putting in of the ice charge. It will give me much more room in the present refrigerator because the brine tank, placed in the old ice chamber, will take less than half the space now used for ice. There will be no loss of cold air through recharging. There may be a saving in the cleaning out process, too, but at any rate it seems certain that this work will not be increased. For these advantages alone, if the cost of operating a mechanical plant were greater than using ice, I should make the change; but I am now assured that the mechanical cost is less than the prevailing prices of ice. As my town is a town of high prices and as ice there costs more than the average for the country, here is an additional reason why I should make the change.

But there are other advantages. Not only will I increase the capacity of my present storage and get rid of muss, but I can carry cold air wherever I want to use it. This is like comparing an old style "base burner" with a modern hot water heating system. I can have a cold counter wherein to display many things not now displayed; and such display will sell many more goods for me. I can have separate chambers for different goods and not mix butter, cheese, meats and fruits in one box with obvious advantages. I can have different temperatures; zero for meats, 34 degrees for cheese, 40 degrees for fruits and vegetables. And the fundamental advance in this kind of cold storage is the electric motor, for, much as I might like it, I could not have mechanical refrigeration if I had also to install a steam engine

to run it. These are some of the points, and the cost of the entire outfit, allowing part of the motor investment for coffee roasting, will run into about \$750 or \$800 for the one ton capacity which I shall not fully require for some time to come.

One of my pet schemes is to "dish" the basement floor so that it will drain to one central point, right out in the middle of the cellar, in plain sight. This is the result of an old experiment of mine. When the store in which I have been for over ten years was being finished I chanced to find the carpenters "crowning" the under floor with strips which ran from one inch at one end down to nothing at the other end; and I asked why that was done. They told me to offset the settling which would later occur in the middle of the floor. I told them to turn the strips around, putting the inch thickness at the walls and running to the thin end in the middle of the floor. They were surprised, but did it—seeing I was to suffer if I were wrong. But I was not wrong. We have never had any trouble with scrubbing out. No water has ever lodged under or near the shelving or under the counters. It may be thrown into the room freely and it will always seek the middle valley, so it is readily swept out. If we scrub in the evening our floor is dry in the morning; and the valley has never been noticeable. I expect to carry this idea just one long step further in my new store, for there it will drain directly into the sewer.

New shellbarks are coming in at \$1.75 to \$2 per bushel, which is low compared with last year.

You Can't Sell Poor Butter for Good



Did it ever occur to you that it is impossible to work any long continued butter fraud? You can sell cotton for wool, and glucose for honey, and you may be not found out for years; but try selling a second-grade butter as a fancy dairy or creamery and see where you land—you'd never get anywhere. Butter tells its story instantly and nobody can make a poor butter look like good.

Which means that **Gurnse** butter, by winning the sale it has in a few short years—and holding and increasing it—*must* have borne out all we claim for it.

Let us make that claim again—the very highest grade dairy butter, made under the most ideal surroundings, wrapped in brine-dipped parchment and sealed in a carton.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—38 cents.
Prices subject to market changes.

P. F. BROWN & CO.,

39-41-43 South Front Street
PHILADELPHIA, PA.



Two Hallowe'en Windows.

Hallowe'en will soon be here, the night of fun, frolic, pranks, tricks and ghost stories. Every grocer likes to have attractive windows, and can have them if he follows out these designs. The display of tea and cakes will show up to the best advantage in a deep window, and is arranged as follows: First place a neat sign card in the front of the window. To make the foundations for the hills use a box, then smaller ones at the sides, then burlap bags, and last cover it all with clean white sugar bags or cheesecloth. Do not have it smooth but in crevices to give it a rugged appearance. Make the one in the rear higher than those at either side, which should be a little more towards the centre



and away from the one in the rear. Make the one nearest on the left much lower than the others. Having all the foundations for the different mountain peaks complete, arrange the water. For this use light green cheesecloth, lay it on roughly to imitate ripples or waves, and start it from the rear mountain in the centre and along the sides of the others and continue to the front of the window. Now make the boats. Use three or four little sticks about one-eighth of an inch thick. Glue the side sticks to the centre or mast, which you can force through the box or glue on top. Cut sails from white paper, a few drops of glue holds them in position. This done, arrange the mountains. Cover the one on the left nearest the front with loose green tea, on this arrange a lighthouse at the water's edge. Make the foundation of boxes of Nabiscos, and the same dainty put up in cigarette form in round tin boxes forms the tower. On top place a small box with an opening or window at each side, holding an electric light globe, the wire is covered on the floor and run up between the boxes. This beacon light will show up fine at night.

Now arrange the houses. Use two or three boxes of cakes or crackers for the sides, the roof is made from a piece of pasteboard covered with red glazed paper, and lettered in white with watercolor paint. A three-cornered piece of the red paper at each gable end glued fast will prevent the roof from spreading. Place one on each of the sides of houses. It is not necessary to fasten them as they are very light. Cover the next mountain with loose black tea and the one opposite with the same. The one in the rear is covered with loose

green tea. For the witch you can use a large doll, cover the face with a funny one which you can buy at a novelty store; use a little stiff rope combed out for hair, make a high hat of pasteboard covered with glazed black paper, and the dress of black cheesecloth or muslin, make the skirt rather long like in illustration. Suspend a broom from the ceiling in the rear, use invisible wire, place the witch on the broom. She is held in position on the broom with a wire from the ceiling. Fasten it at the shoulder. The end of the skirt is held up towards the broom with a fine thread which cannot be noticed; this looks as though she was flying through space. Cover the rear completely with blue crepe paper, run the strips from the top down past the mountains, in the upper right corner cut a crescent in the paper and cover this with white tissue paper. An electric light should be directly back of this. The paper should not be too dark for a strong light to shine through, the bluer it looks the more natural.

Pumpkin Face Display.

The pumpkin face display is always a popular one. This window does not require much time to arrange. Any size window will do for this one. To arrange first cover the bottom of the window with green crepe paper. Place a large pumpkin face at each corner in front. In the centre of the window place a large white linen cloth, on which place a large white pitcher with black lettering of ink or watercolor paint, sweet cider or grape juice if you sell it, a plate of old-fashioned ginger bread or cakes, a bowl of nuts and a plate of candy. Place a candle at each side, in a carrot candle holder. Back of this suspend



an iron kettle from three rustic sticks, fill the kettle with paper and top-off with chestnuts. Underneath for a fire place a circle of sticks of wood and red tissue paper, place a candle in the centre, which shows up fine at night. At each side of the window at the rear place a box covered with the green paper and white lettering, place a pyramid of apples on each box. Place a small pumpkin face on top of each one. Run a strip of the green paper across the window at the rear and finish along the top with colored leaves. Two suspended electric lights are covered with yellow paper pumpkin heads. This window is fine at night.

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and Canada.

AND

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Contributed.

Consumers Complaining to State Food Department Show They Do Care How Stores Are Kept

Commissioner Ladd, of North Dakota, Says Some Grocers Think Their Trade Don't Care, but Cites Several Complaints Made Direct to Him by Consumers to Show They do Care. Declares Grocer's Interest is Subservient to Public and Cites a Case Where Retailer Started to Sell Prematurely Born Veal.

Many retail grocers contend that their customers pay no attention to food and sanitary laws, and do not care how stores are kept. They also contend that it is the right of every man to do business as he pleases, and all those doing business with him, who do not like his methods, can go elsewhere. He forgets, however, that in some cases this is not possible, or at least, not feasible, for he may be the only man in town carrying on this particular business. They must do business with him or go without these products. He forgets also that the public have a right to demand that places of business where food products are handled shall be kept in proper sanitary condition; that all food products shall be distributed and handled in such a way as to be free from harmful ingredients or disease carrying germs.

To show that consumers do take an interest in the way stores are kept, there have been many complaints to this department from different parts of the State during the year with regard to the condition of certain places of business. I am quoting from some of these letters as follows:—

Would ask you to inspect a butcher shop at the above place, as the meat they hand out is a fright. They do not try to keep their place clean.

If you do not think your customers are interested, then this should be sufficient evidence that you are mistaken.

Or, again:—

I wish to inform you with regard to some of the unsanitary conditions in our town, namely, the condition of the restaurant, the hotel and the meat market and butcher himself. He does his slaughtering in the residence district, and keeps his hogs in pens in the same locality. A visit by a member of your corps of inspectors will be appreciated by the citizens.

Again, we received the following:—

Some time ago your Inspector — visited this village on one of his inspection trips and found serious conditions, particularly, in one of the stores, as his report to you no doubt shows. A marked improvement was noticeable for a short period, and then conditions were worse than ever. The party not only maintains a general store, but sells fresh meat in the same room without any ice or provisions to care for the meat, and conducts a butcher wagon about the country. The conditions, especially in the meat market, are fierce. Not one person in the village now buys from them knowing the facts in the case.

The condition of their cellar is something awful. The stinks from the same can hardly be endured. Fruit is left exposed to flies and dust. When a member of the firm had his attention called to the matter, he stated that the inspector would not be around again for a year, and in place of being ashamed to have an official call his attention to the sanitary conditions he only laughed at it. Another visit to this town will show you the conditions which I have described.

Take this letter from a prominent banker in his town:—

I should like you to have an inspector call at once for the inspection of several places of business in this town, particularly the meat market and slaughter house.

Recently the following telegram was received from the Mayor of his city:—

I should like, if possible, to have an inspector visit this town tomorrow and make an inspection of the conditions of our meat market and slaughter house.

These are only typical of scores of letters that have been received from different parts of the State. They indicate clearly that the people are awakening to the necessity of having better sanitary conditions in the handling of food products. Would it not be well for you as a merchant to consider wherein you can make improvements which would be appreciated by your customers; give them better service; enlarge your business, and bring more credit to yourself?

There are those who believe that each man should be permitted to practice his own calling as he sees fit and not be interfered

with by the State or city officials; and yet the people are the ones who must be served, and they have a right to know, if you aspire to furnish them with articles of food, whether conditions are favorable for the handling of such food, or whether the article of food which you are handling is fit for consumption. Let us take the following illustration:—

Says an inspector who was sent out to investigate a complaint:—

I reached — at noon to-day, and in company with the Mayor and a member of the Board of Health, made an inspection. We inspected, as directed by you, a meat market, and found a most deplorable condition. Flies were thick; no screens on back door; a large quantity of meat cut and lying on the counter; and the building old, dirty and dingy. In the refrigerator I found a carcass of veal, which, at first sight, I did not believe had had a natural birth. By using tact, going at it in a rather delicate manner, I learned from the butcher (the proprietor was not in) that the calf had been killed on Friday last. I then asked if there was any other meat brought in the shop at the same time. He replied that a cow was brought in. Putting this and other information together, I finally confronted him and asked him if this calf was not taken from the mother after she had been killed. He finally acknowledged that he believed such was the case, although the proprietor had done the killing.

I weighed the calf and found it to weigh twenty-nine pounds. The calf was entirely dressed, and the cow had been all sold.

I have the necessary witnesses for the prosecution of this case.

We went out to the slaughter house and found conditions as bad as they could be. A lot of decaying refuse, no screens, hides salted on the slaughtering floor, and the floor very dirty, as were also the tools.

Can you believe for a moment that the public is not justified in taking steps for their protection when there are men who will resort to practices of this kind; who are willing to take an immature calf from the mother herself, prepare it as an article of food and sell the same without regard to the effect upon the health of the people? I am convinced that this is not the only butcher who belongs to this class; men who should spend a short time in the jail where they might meditate upon such practices and realize that the public are entitled to protection in preference to their pocket books receiving the protection.

E. F. LADD,

Food Commissioner North Dakota.

Fargo, N. D., October 23, 1911

New York Coffee Men Will Go After Coffee Corner

Meeting Called for Friday Night Too Late to be Reported in This Issue, at Which Dealers Will Decide Whether to Organize. Newspapers Beginning to Suggest that People Boycott Coffee and Use Tea.

Special Correspondence of "Grocery World and General Merchant."

New York, October 26, 1911.

Leaders in the movement for the formation of an association among the coffee jobbers and roasters to oppose the Brazilian coffee corner and bring down the high prices if possible are optimistic this week because of the progress already made. Thirty-six dealers have been visited during the past week and with one exception all seemed favorable to the formation of an association to combat the Brazilian valorization syndicate. The one dealer who refused to enter into the plan did so more from doubt as to the ability of such an association to accomplish any good than from sympathy toward the exporters who are keeping prices so high.

A meeting has been called for Friday night. All dealers are invited to attend and the majority shall decide whether or not an association will be formed. All indications, however, point to the organization of the association.

The high prices of coffee and the proposed movement among the local men to combat them is attracting the attention of the daily papers. Some of the whole-

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice

Special Grocery Values

MACKEREL

Fancy, New, White, Fat, Fall Caught, Irish,
420 to 440 fish per bbl., \$14.25
½-barrels, 100 lbs. net fish per ½-bbl., 7.62½
¼-barrels (50-lb. blue painted tubs) per tub, 3.92
Latest arrival, just in, and the biggest bargain in the
country in fine quality Mackerel, to retail at 5c.

CAPE COD CRANBERRIES

Early Reds, full 100-quart barrels per bbl., 7 40
Extra Fancy Matthews, long & ell shaped, very
fine quality, 0 -quart barrels per bbl., 7 90
Extra Fancy Howes the good keepers, bbls. per bbl., 8.75
The above are Special Bargains in Cape Cod Cranberries,
absolutely sound fruit and all well colored large fruit.

PRUNES

Paradise Brand, Extra Fancy New California—
30-40s, 25-lb. boxes per lb., .13
40-50s, 25-lb. boxes per lb., .11½
50-60s, 25-lb. boxes per lb., .10
Very fine quality and a very great bargain.

PEPPER

Absolutely Pure, black, either for table or
butcher use, 6 or 10-lb. boxes per lb., .13½
25-lb. pails per lb., .13
50-lb. drums per lb., .12½
¼-barrels about 125 lbs. per lb., .12½
Barrels, about 250 lbs. per lb., .12½
The above prices are more than a penny a pound under
present market value, and 2c lower than you will buy
Pepper a little later on. Pepper will be very much higher.

GLOBE EVAPORATED MILK

Tall, 4 doz. per case, 3.15
Baby, 6 doz. per case, 2.17½
5 or 10-case lots or over, 2½c per case less.

CONTI CASTILE SOAP

Genuine Imported, bars, boxes about 35 lbs. per lb., .12½
Fresh arrival of goods, just in, and in elegant condition
to cut up and lay away to dry. You will not buy Conti
Castile Soap elsewhere at this money.

KARO SYRUP

10-cent size, 2 dozen per doz., 80
As many or as few cases as you want. It is a bargain.

SWEET PICKLES

5-gallon kegs, 600-700s per keg, 2.65
5-gallon kegs, 1000s per keg, 2.90
5-gallon kegs, 1500s per keg, 3.25

TRY BUYING YOUR GROCERIES FOR CASH,
without the Expense of Traveling Salesmen :: ::

Write for "THE CASH GROCER" con-
taining quotations on the largest line of
Groceries offered in this city.

The above prices are good for one week only,
October 30th to November 4th, inclusive :: ::

BARBER & PERKINS

Wholesale Cash Grocers

29, 31, 33 N. Water Street 28 N. Delaware Avenue
PHILADELPHIA, PENNA.



You can make more money, please your customers better, and
have a bigger trade on

MACARONI :: SPAGHETTI PASTELS and NOODLES

IF YOU SELL

Freihofers

CLEAN, AMERICAN MADE

You'll not only make a BIGGER PROFIT on our goods but
they are fresher, finer flavored, purer than imported and that
gives you an advantage because it makes sales EASIER.

The *Freihofers* VIENNA BAKING CO.
Philadelphia, Pa.



sale dealers are recommending a boycott on coffee and in an editorial this week the New York "Times" places its stamp of approval on the suggestion. In the editorial the value of coffee as a beneficial beverage is brought out, but it is pointed out that it is not a necessity and its use could be temporarily stopped and tea used instead. The roasters and jobbers are not favorable to this plan.

William B. Harris, 65 Front street, told your correspondent yesterday that the movement to form the association seemed sure of success. "No plan of action has been permanently decided upon," he said, "but if the dealers decide Friday night to form an association several plans for combatting the syndicate and so reducing prices will be presented to the meeting for consideration. How we will proceed is entirely in the hands of the meeting of Friday night." Mr. Harris is one of the most prominent local dealers and also a Government expert.

None of the dealers are willing to talk on the plans for combat-

ting the Brazilians until the coming meeting. Nearly all of the large dealers have promised to be present and the plans will then be thoroughly discussed.

FRED. A. MCGILL.

Mr. William B. Harris, the United States Government coffee expert, and well known in the coffee business, sends this journal the following additional statement regarding the matter:—

The movement to organize a National Tea and Coffee Trade Association, with headquarters in New York, has received additional impetus by indorsements received from a number of representative wholesale and retail houses in and out of the city. Dr. Harvey W. Wiley, Chief of the Bureau of Chemistry, has also promised his co-operation.

While it cannot be stated just what the objects of the association will be until it has been organized, it is known that some of those interested hope it will inquire into the high price of coffee, with a view to seeing what can be done to lower the cost to dealers and consumers.

Another of the proposed objects of the new association is practical co-operation with the pure food authorities to secure a just enforcement of the laws and the enactment of such new regulations as will conserve the best interests of the trade in all sections. In this connection Dr. Wiley has written a letter, in which he says:—

I am heartily in favor of such an organization and believe under intelligent guidance it would be a thoroughly ethical organization and stand for all that is for the best and oppose all that makes for the bad.

Another important feature of the association's work will be the safeguarding of credits through the co-operation of its members, and their protection in all bankruptcy matters. A system of credits is being worked out by George W. Whiteside, former Assistant District Attorney, and now attorney for the New York Credit Men's Association, and who, it is expected, will be retained as general counsel for the association.

It is also planned to have the association act upon matters affecting the importation of teas, and devise ways to increase the consumption of fine teas and better coffees and war against substitutes. A bureau for the collection of statistical information on teas and coffees may be established. Friendly relations among members will be encouraged by frequent meetings and social gatherings, at which subjects pertaining to mutual trade betterment will be discussed.

A meeting to form a temporary organization has been called for Friday afternoon at 3 o'clock, at the Union Club, Fulton and Gold streets. The following concerns have signified their intention of taking part in this meeting: The Wm. B. Harris Co., Duryee & Barwise, B. Fischer & Co., Ross W. Weir & Co., Arnold & Aborn, G. B. Farrington Co., Davies & Sullivan, Holland Coffee Co., Knickerbocker Mills Co., Jas. Van Dyk Co., H. H. Palmer & Co., John B. Brown & Co., Russell & Co., Bleeker & Simons,

Saml S. Beard & Co., Wm. F. Foley, E. J. Gillies Co., Clark, Chapin & Bushnell; Loudon & Son, Van Laon, Maguire & Gaffney; Baker Importing Co., International Coffee Co., Saml. Wilde's Sons Co., S. A. Schonbrunn & Co., The Mohican Co., Acker, Merrill & Condit Co.; Crooks, Thomas & Co.; Tracey Packard & Huntoon, Seeman Bros., R. G. Thomas, George F. Wiemann Co., Brummer & Co., Park & Tilford, Grand Union Tea Co., Union Pacific Tea Co., F. A. Cauchois & Co., John W. Haulenbeek Co., United Grocers' Co., Robert Buttlar, Morrison & Bornert, F. P. Garrettson & Co.

The following out-of-town houses have promised their co-operation: The Finley Acker Co., Philadelphia; The W. S. Quinby Co., Boston; The Reily-Taylor Co., New Orleans; McCormick & Co., Baltimore, Md.; Ankola Coffee and Tea Co., St. Joseph, Mo.; W. F. D. Jean, Baltimore, Md.; Eureka Coffee Co., Buffalo, N. Y.

Members of the coffee trade in other cities are to be asked to join if they desire.

NOTE.—The Friday evening meeting occurred too late to allow the publication of its details in this issue. It will be fully reported next week.—ED.

The first Florida oranges are arriving, but the quality is not very good. Receivers are asking \$3 to \$4.

This Affects All Manufacturers and Dealers Who Sell Candy in Pennsylvania

Pennsylvania Food Commissioner Decides to Insist that Candy Shall Not be Coated With Resinous Glazes, Which Many Manufacturers Use as a Preservative. After Conference With Federal Food and Drugs Board, He Decides that Pennsylvania Rule is Not More Stringent than Federal Rule and Must Stand. Under this Ruling Anybody Selling Candies Coated With Resinous Glazes Can be Prosecuted, Unless They Have a Guarantee of Purity.

Dairy and Food Commissioner Foust issued the following statement relative to the matter of resinous glazes upon candies—a matter that has been the subject of considerable controversy with the trade.

Some months ago Dairy and Food Commissioner Foust issued a ruling which declared that the use of resinous glazes upon confectionery and chocolate is deemed to be in violation of the general food act of May 13, 1909.

Mr. D. L. Morgan, secretary of the National Jobbing Confectioners' Association, on behalf of certain Pennsylvania manufacturing

confectioners, represented that this ruling of the Commissioner very seriously affected the Pennsylvania trade, since these glazes are used especially on Easter goods, of which, according to Mr. Morgan, Pennsylvania manufactures two-thirds of the entire output of the country. Mr. Morgan contended especially that Pennsylvania's Rule 14 is far more drastic than Federal Decision No. 119 on the same subject in that under the Federal regulations glazes are permitted provided the same are declared upon the label of the package or container, and that in consequence of the more

rigid Pennsylvania rule, Pennsylvania manufacturers are placed at a serious disadvantage in competing with manufacturers of other States. Mr. Morgan urged that the trade be promptly informed whether Pennsylvania means to enforce its rule beyond the lines of the Federal decisions.

During the week a conference was held at Washington between Dr. Harvey W. Wiley and Dr. R. E. Doolittle, comprising a majority of the Federal Board of Food and Drug Inspection, and Commissioner Foust, chief counsel A. H. Woodward, and chief chemist. Dr. Wm. Frear, of the Pennsylvania Food Bureau, at which were considered the differences, if any, between the Federal and State regulation upon this subject with a view to securing harmony of action.

As a result of said conference, it was concluded that the Pennsylvania rule upon the subject is not more drastic than the Federal regulation. There is a misapprehension on the part of the trade as to the effect of that part of Federal decision which permits the sale of confectionery

coated with a glaze provided that the presence of the glaze be declared upon the label. It is held by the Federal Board that such labeling relieves the manufacturer from the charge of misbranding only, but not from a charge of adulteration in case the glaze employed constitutes in any respect a violation of any of the sections of the National act relating to adulterations. In other words, that if the glaze constitute an adulteration in any respect, the mere declaring of the glaze upon the label will not relieve from prosecution under the clauses of the National act relating to adulterations.

At the conclusion of the conference, at the request of Commissioner Foust, Dr. Wiley expressed in writing his judgment concerning the use of resinous glazes as follows:—

October 19, 1911.

Hon. James Foust,
Commissioner,
Harrisburg, Pa.

Dear Mr. Foust:—I have your inquiry concerning my opinion on the scope of Food Inspection Decision No. 119. In my opinion this decision is in exact harmony with the Federal law. The Federal law could not prohibit the use of a

glaze to which no injurious substance had been added, and which in itself is not injurious, which does not conceal inferiority, and which does not injuriously affect the quality or purity of the product. As the addition of a glaze to a confection makes a compounded article, it is illegal to use any kind of a glaze without a statement to that effect. This statement does not, however, justify in any way any adulteration that may take place, but simply cures the offense of misbranding. In so far as the cases have been put up to me, I have never yet had presented to me a glazed sample of confectionery which, in my opinion, did not in some manner come within the scope of inhibition of the law. Either the glaze itself contained some added injurious substance or the glaze itself was an indigestible material which must of necessity work injury, especially in the child's stomach, or it concealed some kind of inferiority, or it injuriously affected the quality and strength of the material, or it permitted insanitary handling without leaving marks by which it could be discovered, or permitted the goods to be kept for a long while and sold with the appearance of freshness, or in some other way offended the law.

In my opinion the safe way for the manufacturers would be to produce wholesome, pure and attractive articles of confectionery which do not need the services of a glaze.

Respectfully,

H. W. WILEY,
Chief.

The Commissioner later met the representatives of the confectioners trade and gave them

plainly to understand that revised Rule 14 would be strictly followed in enforcing the food law and that he would take pains to serve notice upon each retail dealer that the sale of chocolate and confectionery, including of course holiday and Easter goods, coated with resinous glazes would be made the subject of prosecution, and that if the retailer, after such notice, was guilty of continuing to sell such goods, he would not be protected by any guaranty and would be proceeded against personally. The Commissioner further stated that he desired that the retailer should protect himself in his buying and not be caught with a large quantity of goods of the character indicated, as he would not be allowed to sell the same to the public.

AMONG THE TRADE.

In opposition to a ruling made several months ago by Judge Wiltbank in the local criminal court that the Reading Railway Company could not be held responsible for a sale of decom-

posed eggs made to a local firm of egg dealers, the grand jury on Monday, on testimony offered by agent Harry P. Cassidy, of the State Dairy and Food Commission, indicted the Philadelphia and Reading Railway Company on the charge of selling eggs unfit for food. The indictment against the railroad as a corporation follows the acquittal of William J. Wilson, freight claim agent of the company, before Judge Wiltbank last June. At Wilson's trial Judge Wiltbank gave binding instructions to acquit, in which he declared that neither Wilson nor the Reading Railway could be held liable for the sale of the eggs unfit for food. The indictment returned against the company is based upon the same transaction in the sale of rotten eggs as the one upon which Wilson was tried.

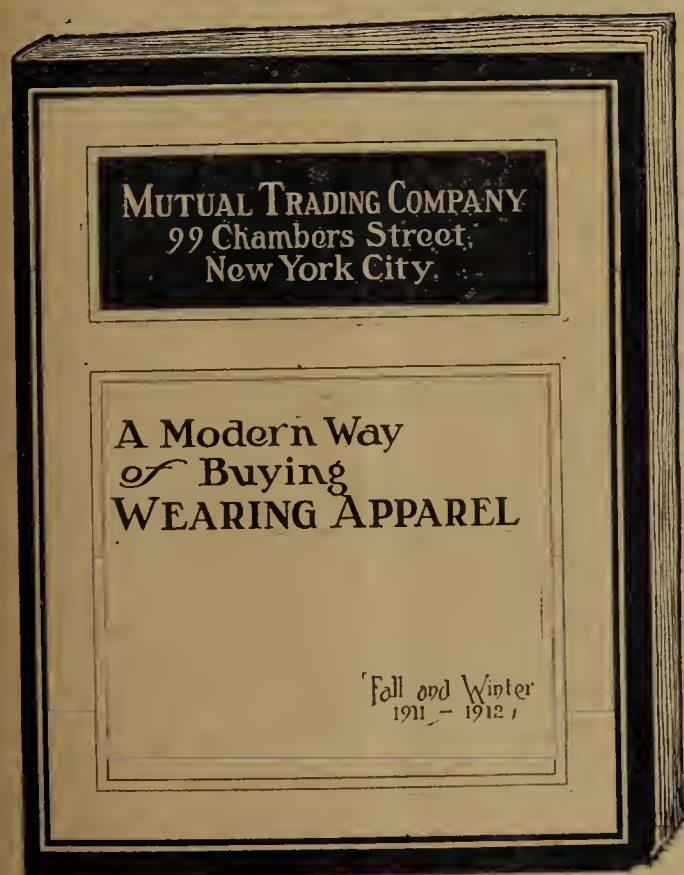
Burk & Co., Inc., New York agents of Cantrell & Cochrane, of Belfast, manufacturers of ginger ale, have been on trial during the week charged with selling ginger ale that contained red pepper. The original charge was

both adulteration and misbranding, but the Department withdrew the charge of adulteration, and after hearing a large amount of expert testimony, the jury acquitted on the misbranding charge also.

French prunes are in very short crop this year and are being offered to the American trade at 27 cents per pound, at which price nobody will bring them over. This is 6 to 7 cents above the regular price.

The wholesale grocery house of Rauch, Ruetschlin & Co., doing business at Water and Vine streets, is in financial difficulties, and a meeting of its creditors was held last Saturday. The condition of the business is due more to certain financial practices of the deceased partner, Henry Ruetschlin, disclosed by expert accountants after his death, than to failure to make the business go. At the meeting a committee of creditors was appointed to prepare and submit to all the creditors a plan for an extension. The concern hopes to continue business under these conditions.

5,000 Merchants Use This Book



THIS Style Book is especially designed for you to sell goods from—if used freely this book will make money for you.

Because you are not an established clothing dealer do not take it for granted that you cannot *sell* wearing apparel. We have on our books to-day the names of 5,000 Grocers who, up to four years ago, had never even tried to take an order for wearing apparel. The majority are to-day doing a profitable business in wearing apparel.

It is not necessary to invest one cent in stock—all you need do is take orders from this Book and send them to us. We carry a complete stock of all garments listed and ship promptly orders of any size—one garment at a time if necessary.

You can show this catalog to your customers and take orders at the regular printed prices. From these prices you are allowed a trade discount of 50%.

This is a great opportunity for you to make money for the next three or four months. Send for this catalog to-day and receive complete information.

Mutual Trading Company, 97 Chambers St., New York

WITH THE EDITOR

An interesting food case was tried in the Philadelphia Criminal Courts last week, which establishes a new principle—

Unfair.

that the manufacturer who complies with a rule of the State food department is not protected from prosecutions if the courts should hold the ruling not warranted by the law.

The case was brought by the Pennsylvania State Department itself against a baker who used a yellow dye in his cake to give the semblance of egg yolks. He claimed the right to do this under a ruling or regulation of Commissioner Foust, but the court held that even if the Food Department had made such a ruling, it conveyed no protection, because it was not warranted by the food law, and was therefore void.

Without regard to whether the Commissioner did make such a ruling—incidentally the writer construes none of his rulings as allowing any coloring to be used when the intent is to fraudulently simulate superiority—the question arises, is this decision just to the man who has naturally depended on an official ruling by the highest food official? In the absence of a court decision, what else is there to depend on, except the opinion of a lawyer, which may or may not be right? It may be that in this case of the baker, the defendant should have been convicted, but the court should certainly suspend sentence.

In a recent issue the suit of the United States Government against the lumber associations was reported and discussed. The

The Crux of Association Rights.

defendants are accused of combining to freeze out competitors, to keep large consumers of lumber from buying direct of the producer, and of boycotting such producers as sold the consumer direct. The lumber associations have filed their answer to the suit, and certain contentions which they make in it are really a well-expressed description of

the rights which all trade associations claim to protect and entrench themselves. These contentions are expressed in the following paragraphs:—

2. That no defendant in this suit engaged in such business whether or not it involve interstate commerce, can be lawfully required to buy lumber from any specific wholesale dealer or class of dealers, or to negotiate with him or them therefor, or to give him or them any trade or preference whatever.

3. That in determining from which or what proposed vendor or wholesale dealer he shall buy lumber, each defendant herein is entitled to all the information he may be able to obtain as to the business habits, antecedents and practices of such vendor or wholesale dealer, including information as to whether said vendor is strictly a wholesale dealer or is himself engaged in retail selling in competition with defendant.

4. That each defendant is entitled to communicate such information to all the other defendants and to receive similar communications from them and each of them orally and in writing and to arrange for the exchange thereof by a common agency.

5. That any association of lumber dealers has a right to confine its membership to wholesale dealers and to prohibit them selling at retail under penalty of expulsion; and to take means to ascertain the names of persons so selling from defendants and others; and defendants may lawfully furnish such true information, upon such request and in the absence of malice and for business purposes only.

6. That such wholesale association in enforcing such rules must necessarily define and classify the retail trade and retail consumers; and may therefore classify carpenters and builders as purchasers at retail and inquire as to the facts of defendants and others in aid of such classification.

7. That such division and classification, and the furnishing of such information do not constitute restraint of trade when, as in this case notwithstanding, the same each person concerned is still at liberty to buy, sell and merchandise as he sees fit, subject merely to refusal of memberships in a certain association under its general rules or to the refusal of individuals or concerns to purchase from him for business reasons and motives.

Instead of the word "lumber" in the above, substitute package coffee, patent medicine, spool cotton, or anything else, and you have a declaration of principles which stands perfectly for any trade which is carrying on an offensive or defensive campaign of this character. If the above statement of rights is sound—if all these things can legally be done without amounting to conspiracy and restraint of trade, then any asso-

ciation of jobbers can forever prevent a manufacturer from selling large retailers, and any association of retailers can prevent a jobber from selling large consumers.

The writer's own opinion is that the things set forth cannot be done; at least, cannot all be done. The situation described in the last paragraph is clearly a conspiracy to boycott. While it is true that individual retailers, members of an association, can each refuse to buy of a jobber who has offended them, they cannot under the law combine to refuse.

That was a fool ordinance the city of Harrisburg passed, the setting aside of which is reported in another column. It forbade

Fool Legislation.

the sale of fruit and berries in boxes holding less than one quart. For what reason? The court declared that there was no reason, and because of that fact set it aside. This is typical of a large number of laws and local ordinances which are passed under that right known generally as the "police power," which is the authority vested in governments to protect the health, safety and well-being of the people. In the Harrisburg case it was an unwarranted interference with personal rights. If a merchant wishes to sell and the consumer to buy a pint of berries instead of a quart, what possible reason is there for denying them that privilege?

Many a law is in force to-day because nobody has had the ambition to impeach it—an outrageous, autocratic, unjustifiable interference with perfectly innocent rights.

One thing which every trade paper editor has to contend with is the fact that his subscribers expect him to forecast the markets, albeit forecasting the market is just a little more hazardous than any other form of prophecy.

Forecasting the Markets.

If he forecasts incorrectly, the blood of violently discontinued subscriptions is upon his head. If he does not forecast at all, he is charged with giving his subscribers less than he ought to give them, and that, too, leads to lost business.

Some trade paper publishers have not yet learned that market predictions should never be made carelessly, and without due thought they scatter prophecies abroad which may do great harm. For instance, one respected trade paper carried upon the cover of its last issue the following:—

THE TREND OF THE GROCERY MARKET.

Good Corn Probably a Good Purchase at This Time.

As this journal sees it, there is no article of canned goods less likely to prove a profitable subject of speculation than corn. The pack is comparatively large everywhere—much better than the packs of peas and tomatoes—and the price is relatively lower than the price of any other article of canned goods. Deliveries will for the most part be full, and altogether corn seems reasonably certain to go no higher and may even decline.

This case is cited merely to give point to the suggestion that since the results of even the most careful market prophesying may prove disastrous, careless work, as this seems to be, would appear to be pretty nearly suicidal.

In some correspondence which Pennsylvania State Secretary Howes sends to this office appears the following two paragraphs:—

What is the Reason?

Secretary Robert B. Montgomery, of Lewistown, writes: "We have not been having regular meetings for some time, as we could not get the boys out. We are supposed to meet on the first and third Thursday of each month."

Secretary John L. Binkley, of Lancaster, writes that their organization has gone to the bad. No meetings have been held for nearly two years. It was thought that the annual picnic last summer would provide revenues sufficient to pay back capita tax, but it was not a financial success.

Lewistown has a population of 1,166 and Lancaster a population of 47,227. Naturally there must be enough merchants in both places to support associations. What is the difficulty? Surely the merchants of these two places are not less in need of organizational influence than those of other towns and cities, where merchants' organizations flourish like the green bay tree. Without the slightest reflection on any individual, the trouble must lie with those whose business it has been to keep these associations alive. It is deplorable that with so many little towns throughout Pennsylvania successfully maintaining associations, places like these should have failed to do so.

A Remarkable Success.

The American people are not slow to show their appreciation of a good thing, as is well evidenced by the increasing popularity of Mapleine, justly styled by the Crescent Manufacturing Co. as "The Flavor de Luxe." This popular flavoring extract is one of the most useful of its kind, and as its makers so aptly express, many dainties, desserts and cakes would be less sweet if it were not for Mapleine. It does not cook out nor freeze out, but imparts flavor very similar to maple.

The New York Letter

Food Cases Piling Up. Only Two Grocers Caught Out of Twenty-two Cases Tried. Fight On Against Tobacco Trust Reorganization. Plan to Sell Butter and Eggs at Auction. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Oct. 26, 1911.

Considerable attention has been attracted by a statement issued during the week by a well-known broker on the West Side. The statement arraigns the looseness of the canned goods business, and is as follows:—

Our attention has been called to the way some tomato packers, principally in Maryland, are laying down on their contracts, using all kinds of methods, such as selling through other channels, etc., what they have packed, and overlooking early contracts entirely. Now you are no doubt members of the Wholesale Grocers' Association, also the New York Dried Fruit Association, and it is up to you jobbers to get together and do something. Why don't you appoint a committee of jobbers and request every member to report each case of this character, with full particulars, and issue a list of such to each jobber for future reference, or do you want to go on in the same old way and next year if

these same packers open up at 2½ cents per dozen less than those who are delivering in full this season, give them the business?

It will be well also to investigate as to any Maryland brokers being actual partners in these packing houses. (By this we do not mean commission houses who make advances for cans, cases, etc.) We know of one such case.

If the conditions were reversed the packer is now fully protected, as any case can be put before the Arbitrating Committee of the Dried Fruit Association, which always delivers a fair and just decision. We will not make any suggestions to those who have bought direct from the packer (they have their own troubles), except stick to your home broker. They can sometimes help you out in strenuous seasons like this.

The number of arrests here for violation of the pure food law are increasing so rapidly that the courts are seriously worried by the accumulation of cases. A record was reached this week when seventy-one cases were on the calendar

of the Special Sessions. The justices have already given up one day each week for the trial of such cases, but they fear still more time will have to be given to dealers in impure foodstuffs. Last week fifty-seven cases were on the calendar, but only sixteen of them were tried. All resulted in convictions. This week twenty-two cases were tried, and although many escaped with suspended sentences, all were convicted.

One of the facts which was shown by the court calendar was the care given by grocers to the provisions of the law. Of the twenty-two cases tried this week only two were grocers. These two were charged with selling skimmed or adulterated milk. Frank Ferrari, 1559 Second avenue, was charged with adulterating his milk with water. He told the court that the water must have been added by a mischievous small boy whom he had employed until a few days before the inspectors visited his store. He was fined \$50. Paul Herzog, 770 Tenth avenue, stood trial for selling skimmed milk and was fined \$25.

Louis Hammer, who conducts

MERIT and PROFIT

make it worth while to stock and push the sale of

Post Toasties

The merit of the food makes pleased customers.

Post Toasties not only have "merit" and yield a good profit, but by continuous, heavy advertising we create the demand—and co-operate with the dealer—even go so far as to guarantee the sale.

The delicate crispness and delicious flavour of Post Toasties is a pleasant recollection and

"THE MEMORY LINGERS."

For Sale by All Jobbers.

Made by Postum Cereal Company, Limited, Battle Creek, Mich.

bakery shops at 279 East Tenth street and 275 East Tenth street, was fined \$200 for having bad eggs in his store. Three other bakers were fined for having skimmed milk in their shops.

The milk men were the most numerous among the prisoners, ten of them being convicted and either fined or having sentence suspended for selling impure milk. Six butchers were convicted for selling impure meats.

Wholesale dealers are much interested in the action taken last week by Judge Bogenschutz in the Third Municipal Court of Brooklyn, when he issued an order for the arrest of Barnett Wasserman, 378 South First street, Brooklyn, and after trying his case, gave judgment for \$175 and ordered him sent to jail until the judgment is paid. Barnett had opened a butter and egg store a few weeks ago and after running up a bill of several hundred dollars, sold out suddenly and left town. Menges complained to the authorities, and after hearing how frequently dealers are swindled by these "mushroom" stores, Judge Bogenschutz

decided to issue the order. Returning to town this week Barnett was arrested. It is a decidedly unusual thing for a man to be arrested in a civil case and wholesalers think if this establishes a precedent they will be saved from considerable losses. Many of the dealers were in court and expressed their satisfaction in the course taken by Judge Bogenschutz.

Fruit dealers, news dealers and other small merchants in Brooklyn who conduct stands outside of stores, but within the stoop lines, are being visited this week by inspectors from the Bureau of Licenses, working under Deputy Chief John J. Bracken. The dealers are being told that an old law, never before enforced, is being put into effect which forces all such stand owners to secure licenses. The dealers are given ten days in which to secure a license and if by that time they have not complied with the law, they will be brought to court and punished. The license fees are, for news dealers, \$5; fruit and soda water sellers, \$10, and for bootblacks, \$5 per chair a year.

The crusade is being carried on energetically and hundreds of dealers have already been warned.

The annual meeting of the American Specialty Manufacturers' Association will be held on November 16th and 17th at the Waldorf-Astoria. The meeting promises to be a lively one, as several questions relating to the grocery trade, as well as the specialty trade, will be brought up. President Lux, of the National Retail Grocers' Association, has been asked to speak.

A movement to establish an auction sale for butter and eggs in New York State has been started in the last few days, the leaders being the opponents of the cold storage system. It is thought that if these products were sold at auction instead of by private sale, the speculative element, which at present controls much of the stock, would be eliminated to a great degree. The dealers, however, are not favorable to changing their methods of doing business, saying that their Exchange has conformed to all requirements of the law, acting under the advice of ex-

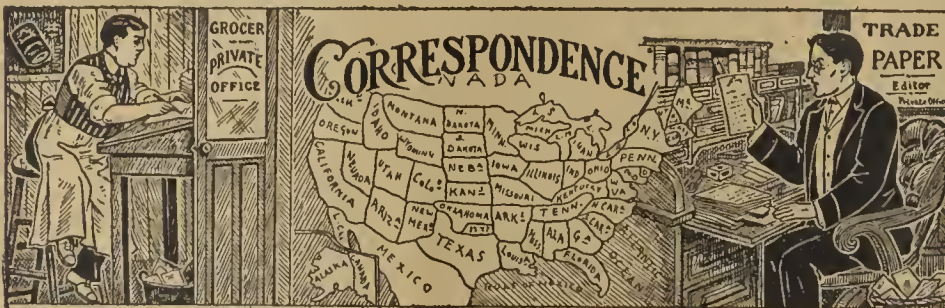
Governor Hughes, and that some speculation is essential to the welfare of the trade, as there are few times of the year when the supply and demand are equal.

SUMMARIZED MARKET CONDITIONS.

The coffee market is very quiet this week, nobody caring to take the chance of a sudden break in the market. Prices are being maintained at the former levels, but buying is on a small scale, just enough to cover current needs. The country demand is quiet and roasters say they cannot afford to purchase more than immediate supplies at the present high prices.

Teas of all grades are in demand, and while holders and brokers differ on their ideas as to prices, the buyers are being brought over to the holder's views as a rule, and sales are being made in fairly large quantities. Japans and Formosas are especially active, with firm prices. The reports from the Pacific coast to the effect that shipments of Chinese teas are to be admitted by the Government officials

(Continued on page 21.)



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

What is Waste Paper Worth?

Harrisonburg, Va.,
Oct. 19, 1911.

To the Editor.

Dear Sir:—Can you give us information as to what waste paper is worth, or give us the names of parties that buy this? We are thinking of installing a baler, but want to be sure it will be a paying investment first.

Thanking you in advance for this information.

Yours truly,

LINEWEAVER BROS.

The "Grocery World and General Merchant" is going to ask some subscriber who has recently been through the plan of baling and selling waste paper to write us so we can intelligently answer this correspondent. We have

some knowledge on the subject, but would prefer more before replying.

Where Was the Profit?

Chadds Ford, Pa.,
Oct. 20, 1911.

To the Editor.

Dear Sir:—I read in last week's "Grocery World and General Merchant" comment on a party selling Campbell's goods three cans for 25 cents.

C. S. Middleton, of Wilmington, has him beat. He has a window of them and card reading, "Campbell's Beans, 7½ Cents a Can Every Day."

I buy what I use from him for 90 cents the dozen.

What is his per cent. profit?

Yours truly,

H. K. GALLAGHER.

The most expert detective alive couldn't find it.

To Sell Nuts.

Rebersburg, Pa., Oct. 19, 1911.
To the Editor.

Dear Sir:—In the "Market Notes" of the "Grocery World and General Merchant" you say shellbark nuts are worth \$2.50 per bushel and black walnuts \$1.25 per bushel. Where could I sell some at that price or even less?

I can buy lots of shellbarks and black walnuts, but don't know where to sell them. Can the "Grocery World and General Merchant" help me out? Yours truly,

A. J. HAZEL.

Write C. Wilkinson's Sons, 132 Dock street, or Jas. Sawyer, 222 Dock street, both Philadelphia, Pa.

Benzoate in Cider.

Allentown, Pa., Oct. 24, 1911.
To the Editor.

Dear Sir:—Kindly let me know how much benzoate of soda is permitted in a barrel of cider? We have no cider up here where its presence and amount appear on the barrel—we have only farmers' cider. It sours too soon and I want to use benzoate of soda to keep it sweet.

Yours truly,

WM. BEICHEL.

Under the Pennsylvania food law it is lawful to use 1-10 of 1 per cent. in cider.

As to Retailers Meeting Mail Order Competition.

Oct. 24, 1911.

To the Editor.

Dear Sir:—I read with much interest your editorial article under the heading of "Here is the answer to mail-order competition." Let me say to you that your opinion on the question is exactly as it is, and I am very glad indeed that you have written it.

I am just at this time looking over the catalogues of Montgomery Ward and Sears-Roebuck. There is hardly a staple article that is not advertised in those two catalogues at absolute retail cost. It is impossible for the individual retailer to compete with the prices advertised in these catalogues.

I have from time to time written the individual manufacturer and in some instances have visited and talked the question over with them. Many have satisfied me to the extent that they themselves have not sold the catalogue houses, but the fact that these people are advertising these goods even though they do not have a package of them in stock



THE GROCER who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain—it's built to remember facts—not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale—stops leaks and checks losses.

A store using a National Cash Register is run on system—it's bound to yield profit to its owner.

Over One Million have been sold

*"Get a
Receipt"*

Write for Booklet

The National Cash Register Company
Dayton, Ohio

*"Get a
Receipt"*

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

is having a most disastrous effect, especially on the retailer in the smaller cities and country towns in the Middle West, to say nothing about such firms as we have in Buffalo and some other cities and their effect on the trade in the Eastern States.

The situation is becoming serious more so every day and something is going to be done within the next two years. Either the manufacturer must protect himself and the retailer from this ruinous advertising or the retailer will find some plan regardless of present every day methods to protect himself.

Yours very truly,

* * * *

Advice Wanted on the Staley Starch Stock Scheme.

Harrisburg, Pa., Oct. 23, 1911.
To the Editor.

Dear Sir:—I write now as to whether you think that one should invest money in the A. E. Staley Mfg. Co.—whether it would be a safe investment or not.

The way I understand it, the par value is \$100 per share, and with every two shares of preferred we receive one share of common stock. They agree to pay 7 per cent. interest on money paid in up to 1917, at which time they agree to pay all the par value back, and give us a common stock for life, on which they agree to pay full dividends for same.

Hoping to hear from you in regard to your ideas of the scheme very shortly, I remain,

Very respectfully yours,

W.

P. S.—I have read your article on the above in the last issue of your journal, but could not detect as to whether you thought it a safe investment or not.

The writer, for a variety of reasons, does not think the stock of the Staley starch concern a good investment for a retailer. A corporation that agrees to pay so much "interest" on its stock, or to declare so much dividends, or whatever it may call its earnings, must do so subject to its ability to earn it. It cannot pay interest or declare dividends, from anything but earnings; therefore if there are no earnings there is neither interest nor dividends. And if that comes to pass, the stockholder is helpless, because there is not the slightest security for the keeping of the promise. It is not like an interest-bearing bond, the interest on which is guaranteed by first mortgage security.

For this reason every time the Staley concern promises to pay 7 per cent. interest, and to buy back the preferred stock in 1917, it is practically saying under its breath, "if we have the money." That makes the proposition no less of a gamble than any other stock purchase, in spite of the glowing promises of the company.

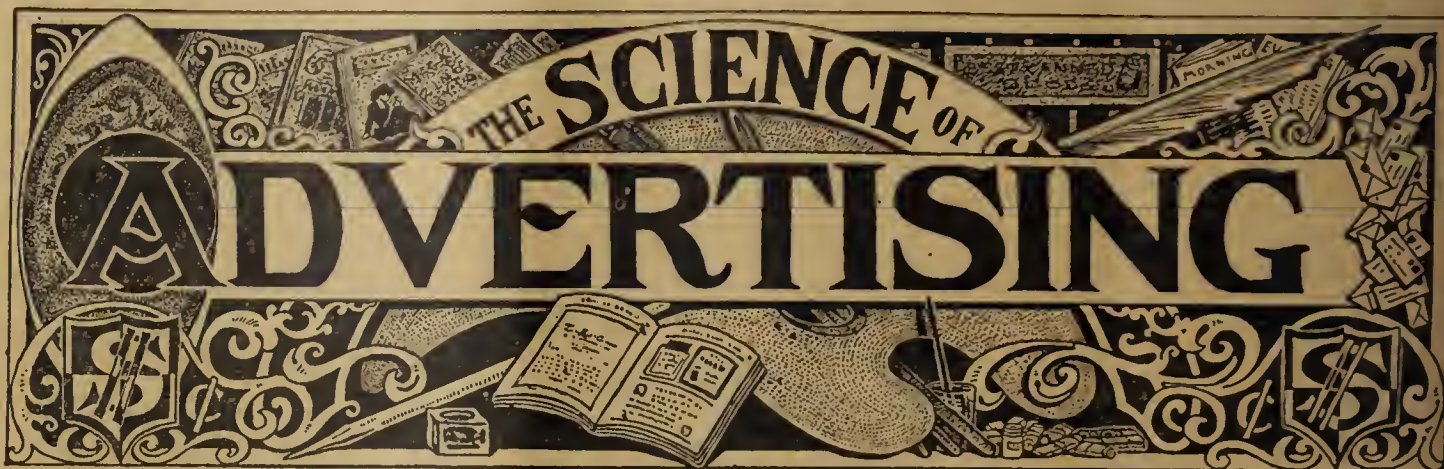
There is also something to be said about the company's chances of success. The concern that engages in the starch business today has enormous competition to

fight and, while everybody sympathizes with independent competition, it may not succeed. If it doesn't succeed, it has already been pointed out that the stockholder is simply out his money. This is no worse than any other corporation; the writer is merely endeavoring to show that it can be no better.

Outside of the above objections, the writer believes it a mistake for a grocer to take stock in companies manufacturing merchandise which he will be called upon to sell. This because he should

be absolutely free to select goods on their merits, which means quality plus profit to himself. Impulse to sell goods not because they are good and pay a good profit, but because he holds stock in the company making them, introduces a new and illogical element which a merchant should never have to contemplate.

Florida grapefruit has broken a little due to larger supplies, and the range is \$4.50 to \$6.50 per box. The demand is excellent.



—, Ill., October 23, 1911.

Editor "Science of Advertising."

Dear Sir:—I am thinking of soon beginning a special Christmas campaign of advertising this year and would like your help in giving advice. I keep a large general store here and always aim to do a large holiday business. Last year's business, while good, was not so good as in 1909, and this year I hope not to run still further behind, for which reason I am desirous of doing some special advertising. What do you think it would be best for me to do? We have two good county papers here, read by the best people, but only a part of the circulation is within my reach. I already do some advertising in these, but do not feel I can look to them for the results I ought to get. I have thought of a special store paper of my own, or of trading stamps, but have not been able to make up my mind.

This town is a farming community of about 800 people, with a large part of the trade coming from outside the town. I should like your advice by mail if possible, but if you cannot do that you can publish the answer in the "Grocery World and General Merchant." Please do not mention my name or address. Respectfully,

* * * *

My strong suggestion to this correspondent is not to use trading stamps, particularly if they have not already been introduced into the neighborhood. The man who introduces the stamp scheme into a neighborhood which has been free from premiums is a very foolish individual, in my opinion. He is putting a collar about his neck which will chafe him mightily before he can get it off. There

is no doubt that trading stamps, under some conditions, will increase business, just as morphine will make one forget his troubles, but the after effects in both cases are exceedingly bad. Don't be the first to put such things into your town. If somebody else is foolish enough to do it, you can always get them, so that you lose nothing substantial by waiting.

It is not easy to advise a man what kind of advertising to do a thousand miles away, without knowing more of his conditions than I am told in this letter. However, it seems to me as if I should use both the county papers for my Christmas campaign, but should pin my faith mostly to a series of circulars or a store paper. I should very carefully prepare a list of names of present and prospective customers, and at them I should fire a series of large circulars at brief intervals throughout the season. About November 15th would not be too early to begin to cultivate the ground. An off-hand suggestion is to send two circulars a week to this list of names from the last part of November until the season ends. The circular can be as large a sheet as you can afford to send, maximum the size of an or-

dinary daily newspaper page. Of course it can be much smaller if you like. The different departments of the business can be advertised through these circulars, one being devoted to toys, if you handle toys, another to gifts for women, another to the grocery department, and so on. I feel absolutely confident that if such a campaign is carefully planned and carried on, aided by the country newspaper advertising, it will be successful. This plan is not cheap, but it should not represent a larger sum than can easily be gotten back if the returns are what they should be. As a matter of fact, the man who skimps and pinches when he starts to do special advertising like this is pretty sure to choke the plan to death.

Send in more matter for criticism, please.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.



Push Gurnse Now

¶ The higher the price of butter—it is pretty high just now—the more bad butter there is around, for it naturally has more chance to get in.

¶ And the better chance has **Gurnse** with people who care. Ever think of that?

¶ **Gurnse** butter never loses its superfine quality. No matter what the season, what the market condition, what the price. We say for the thousandth time that one of its strongest points is dependability. It is the same delightful, high-grade, gilt edged dairy butter yesterday, to-day and to-morrow.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—39 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.
Philadelphia, Pa.



Make Hooton's Cocoa Your Leader

and you'll do the leading cocoa business of your locality. **Hooton's Cocoa** outsells other kinds because it's a bigger money's worth and because its Quality and Flavor make it Please. We've won business everywhere on these points and we have an introductory plan for new dealers that will make big sales of **Hooton Cocoa** over your counter. If you want to get and hold a bigger cocoa trade than you've ever had, write us for particulars.



PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

Send Us a Sample of Something You Think Choice

¶ Did you know we sold **Teas** as well as **Coffees**—by mail at prices that show no salesmen's salaries?

¶ Who knows but we can save you some money on **Tea**? If you've been buying through salesmen we know we can. Send on a sample of something that you consider choice and well bought, let us have a try at it. We'll quote you a price, and by that you can figure out whether we can do you any good.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers
ROYAL SPECIALTY CO.
92 Reade St. NEW YORK

BORDEN'S EAGLE BRAND CONDENSED MILK

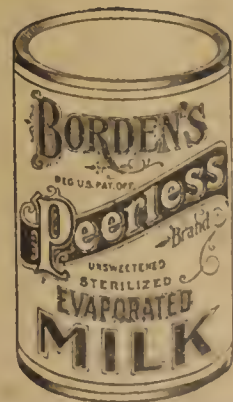


BORDEN'S EVAPORATED MILK PEERLESS BRAND

By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality"
Est. 1857. New York





CXXVI.—Legal Costs, What They Are and Who Pays Them.

All grades and classes of business men are constantly going into litigation, yet they have no adequate idea of the law as to assessing legal costs. The extent of their knowledge is a general idea that costs are paid by the loser. This is only partly true, the fact being that in most cases the loser pays only a part of the costs, usually the small part, as I shall show. If this had been clearly understood, many a law suit that took years to settle would never have been brought.

The costs of litigation can be roughly divided under two heads: First, the regular fees and expenses of the suit, by which is meant money paid to court officers, sheriff, witnesses, jury, etc.; and, second, the fees to one's own counsel. The general rule is that the loser pays all the former, meaning the costs of both parties, but that he does not pay the counsel fees, which usually amounts to several times as much as all of the other costs combined. There are some exceptions to this, but the general rule applies to the great majority of cases.

It is this fact that legal costs do not include attorney's fees, and that the winner must almost always pay those himself, that is generally misunderstood. Not long ago I was compelled to witness a bitter controversy between a client and his counsel, who fell apart on this very point.

The client was a retail merchant, who held a claim of \$350 against a former customer. The claim was disputed and the matter became the basis of a law suit, beginning in the lower court and being appealed through two appeal courts. There was an enormous amount of work upon it, but in the end the plaintiff won, judgment in his favor for the larger part of

his claim was affirmed by the highest court.

It appeared that in the beginning the merchant's counsel had informed him that if he won the other party would have to pay all the costs. Strictly speaking, this was correct, for attorneys' fees are not generally classed as legal costs. Therefore the counsel did not mean to include them when he represented that the costs would be paid by the loser. The client, however, believed that he did mean to include them, and the dispute was over a bill of \$250 which the lawyer rendered, and which, in my judgment, was fully warranted by the work he had done. One can easily understand the disappointment of a litigant who had believed that any verdict he obtained would be net, only to find that the greater part of it was absorbed in legal fees.

There are cases, however, in which the attorney's fees are taxed against the loser as part of the costs. Those are cases brought under a State law allowing this to be done—these cut very little figure—and cases brought after the parties enter into a stipulation that if suit is brought the defendant shall pay a counsel fee. A familiar illustration is the usual form of judgment note, or the bond that accompanies a mortgage. These and many other similar documents provide that if they have to be sued upon, the defendant shall if he loses, pay a certain counsel fee, usually 5 per cent. of the amount involved.

As a matter of fact, the loser should always pay the winner's counsel fee, and I predict that sooner or later that will be the rule. If A justly owes B a sum of money, and by his neglect to pay it compels B to sue him, there is no justice whatever in compelling B to spend a part of the debt in col-

lecting it. The law should give B the full amount of his claim *net*, all expense of collection being paid by A. Nevertheless, as I have explained, this is not now the law, except where some State law or a stipulation between the parties authorizes it.

Although under the general rule the loser pays all the costs, in a certain class of cases, known as equity suits, or cases involving novel or doubtful questions, etc., the court has the power to divide the costs between the parties, and to even put them all on the winner. Also in criminal cases, the jury, which includes in its verdict a statement as to who shall pay the costs, very often puts them on the prosecutor, though convicting the defendant, or compels the defendant to pay them, though acquitting him. These, however, are exceptions to the general rule that the loser pays.

A defendant can often avoid paying at least a part of the costs, even though he loses. For instance, take a case which recently came within my own experience. A and B were doing business together, A being a jobber, B a retailer. They had been maintaining a running account, and disagreed as to the amount due. A, the jobber, said B owed him \$875, while B contended it was only \$625. They could not agree, and it became evident that A would shortly sue. B accordingly tendered A \$625 in full, which A refused. Immediately after that A brought suit for the full \$875, and B paid his \$625 into court, under a rule in force in practically all States. The suit has not been concluded as yet, but if A fails to get a verdict of more than \$625, he must pay all the costs, though he is the winner. This because B offered to pay him all the jury found was due. But if A obtains a ver-

dict of more than \$625, B must pay the costs, because then his offer turned out to be less than the actual debt.

The plan, therefore, is to tender the amount which you agree is due, before suit is begun, following this by paying the sum into court after suit is brought.

Very often the offer to pay something is not made until *after* suit is brought. Here, if the defendant offers to pay what he admits is due, and pays this amount into court, the plaintiff can recover his costs up to that time, but not from that stage on, unless he gets judgment for a larger sum.

A word as to what becomes of the costs when settlement is made out of court. Frequently suit is started on a commercial claim of some kind, and some costs incurred, but the parties settle out of court. In some States, chiefly Arkansas, Delaware, Indiana, Kentucky, Missouri, Ohio, Pennsylvania, Tennessee, Texas, Vermont and Virginia, the plaintiff in such cases, where nothing is said in the settlement about the costs, can proceed and get judgment for them. In Connecticut, Illinois, Massachusetts, he cannot, unless it is so stipulated in the agreement.

In practically all States plaintiffs who begin suit in a State other than their own are compelled to give security for costs before they can go ahead. This because if they lost and thus became liable for the costs, they could not be reached, being in another State.

(Copyright, October, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Cranberries are strengthening up a little. The average price for Cape Cods is \$2.50 per box, with \$3 per box and \$9 per barrel for the best. The cooler weather has helped the demand.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Valter Baker & Co. Ltd.
DORCHESTER, MASS.

These trade-mark crisscross lines on every package
Cresco Grits and Barley
Crystals BREAKFAST AND DESSERT
CEREAL FOODS
FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES
Delicious foods for sick or well.
Unlike other goods. Ask Doctors. For book of sample, write
ARWELL & RHINES, WATERTOWN, N. Y., U. S. A.

MAPLEINE

the Popular Flavor

STRONG DEMAND
has been created for this
and delicious flavoring.
Adds richness and deli-
ciousness to Cakes, Puddings,
Icings, Candies, Ice Cream,
and makes a Table
top better than maple at
least of 50c. a gallon.

See Price-list

Order from your jobber or
Frank A. Smith Company
55 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.



We sell these handsome em-
bossed Flower Pots from open
stock in any quantity, but this
assortment has been selected
for those who lack experience
in ordering. The price being
the same as on open stock.

No. 7-G ASSORTMENT

	Per 100	Each	
in. Pots and Saucers	@ 1.50	\$.60 sell @	\$1.20
in. "	2.50	1.25 "	.05 2.50
in. "	3.50	2.45 "	.06 4.20
in. "	5.00	2.50 "	.08 4.00
in. "	7.00	2.80 "	.10 4.00
		\$9.60	\$15.90

D. B. factory. No charge for package. Goods
carefully packed. Prompt shipment. Order now.
The Peters & Reed Pottery Company
ZANESVILLE, OHIO

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly
clear, a beautiful golden color, so
neutral micro-organisms can't live
in it. Absolutely free from preser-
vatives. A product which every one
keeps buying. If you want to please
your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

More Letters from Retailers as
to Their Coffee Business
Since the Advance.

Several Say They Are Selling More
Than Ever. One Reports Fifty Per
Cent. Decrease. Many Small Dealers
Forced Out Make Better Business
for Large Dealers.

The following additional com-
munications from retail grocers,
reporting what the high coffee
prices have done to their trade,
have been received during the
week:—

Pennsylvania.

Wilkes-Barre, Pa.,

October 16, 1911.

Grocery World Publication
Company.

Gentlemen:—In reply to
your question as to whether
or not the high prices of cof-
fee has affected the consump-
tion of same, would say that
I do not think it has.

As far as we are person-
ally concerned, I would say
that I am selling from 25 to
50 per cent. more coffee now
than before the advance.
There are two good reasons
for this: The first is that a
great many small dealers in
tea and coffee only have gone
out of the business through
the high price of coffee. An-
other reason is that while
coffees have advanced from
5 to 8 cents a pound, we have
advanced our prices only 5
cents a pound, and as a result
we are selling coffees on a
much smaller margin of
profit than heretofore. I am
of the opinion that the aver-
age grocer is selling more
coffee now than before the
advance in price.

Respectfully yours,

W. A. Henry.

Sunbury, Pa., Oct. 24, 1911.

In reference to the coffee
question, would say coffee
sales are about cut one-half
on account of raise.

W. C. Boyer.

Texas.

Bryan, Texas, Oct. 23, 1911.

The consumption of coffee
has increased rather than de-
creased under high prices,
due probably to prosperity of
laboring people. Our trade
has not turned to cheaper
grades of coffee, but demand
as high quality as when
cheap prices ruled.

Howell & Newton.

Colorado.

Denver, Col., Oct. 17, 1911.

Dear Sirs:—In reply to
your question, "Has the large
advance in price of coffee af-



\$50 a Year More

The other day a grocer
figured up and found he
could make \$50 more a year
selling **Rumford Baking**
Powders than by selling the
powders he was handling then.
And he actually did better
by his customers when he
made the change, for the
powders he was selling were
not to be compared in health-
fulness and leavening power
with **Rumford Powders**
which contain nothing but
food substances—pure phos-
phates, starch and soda.

If a grocer can make a
better profit by selling better
merchandise is he a wise
merchant if he neglects the
opportunity?

Rumford Chemical Works

Providence, R. I.



Electrical Helps

A liberal and judicious use
of Electricity in the Grocery
Store accomplishes an as-
tonishing saving in time and
labor; in addition to which
the advertising value is posi-
tive. A Grocery Store using
Electric Meat Choppers, Caf-
fee Grinders, Fans, Refrigera-
tors, Electric Light and Elec-
tric Signs, any or all of the
applications, immediately
serves notice on the public of
that store's progressiveness
and high class. This is not
theory, it is a positive condi-
tion. If you are not using
Electricity, this is the time
to begin.

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.



Ham without a name is "just
ham," and has no uniform
quality. It may be good once,
but you don't know how
it will be the next time.

Your customers can't de-
pend on you if you sell that
kind of ham.

SWIFT'S PREMIUM
HAMS are uniform—always
properly cured, tasty, appe-
tizing. When a woman gets
a **PREMIUM HAM** she
wants another like it next
time. The only way you can
be sure to have all your hams
uniformly good is to see that
all you sell are **SWIFT'S**
PREMIUM HAMS.

Swift & Company, U. S. A.

fects the consumptive demand?" would say that up to the present time it has not. But the advances that we will be compelled to make in the near future of the retail price of coffee will surely affect the consumption. According to the late advances there will be no coffee at retail for less than 30 cents a pound in a short time.

Scull Bros.

Denver, Col., Oct. 23, 1911.
Yes, the retail coffee trade has fallen off.

* * *

Utah.

Brigham, Utah, Oct. 17, 1911.
"Grocery World and General Merchant."

Gentlemen:—People are more careful in using it, hence making a slight falling off in consumptive demand, but it is, as I say, slight.

Respectfully,

Sylvanus Iverson,
Manager Cash Grocery and Meat Company.

Iowa.

Rossie, Iowa, Oct. 18, 1911.

The retail demand for coffee has not fallen off in our locality; we are selling more than ever.

Yours truly,
V. Hammes & Son.

Kentucky.

Croweburg, Ky.,
October 23, 1911.

Haven't noticed the slightest falling off. Think I sell as much as ever.

Yours,
F. M. Hatton.

Both Grocery and General Store Failures Fall Off in September.

Liabilities Larger in General Store Failures, However. Decrease Very Large in Grocery Failures as Compared With Year Ago.

The official report of September grocery and general store failures, just received, shows a small falling off in the latter and a large falling off in the former, as compared with last year.

The figures are as follows:—

General Store Failures.—September, 1911, 75; liabilities, \$555,223; September, 1910, 81; liabilities, \$446,874.

Grocery Failures.—September, 1911, 114; liabilities, \$404,344; September, 1910, 184; liabilities, \$484,774.

THE STROLLER'S COLUMN



I Put Him Out of Business.

Well, I put a friend of mine out of business last month. Sounds hard-hearted, don't it? I ain't really cruel, though—I wouldn't really hurt a flea if it was on any of my wife's folks. Nope, putting that fellow out of business was one of the best things I ever did.

I'll bet he knows it now, too.

He had a grocery store in a place of about 25,000 people. It was a good clean store—not very big—about ten or fifteen blocks away from the centre of the town. I've sold him goods for years—he's never been able to discount his bills, but he was always good and my people knew it. Everybody sized him up as good but slow.

Early in September I dropped in there to get a fall order. He had a bad dose of malaria and was feeling blue as indigo and generally all balled up.

"Well, old sport," I said, "if business is as blue as you look, I don't see myself getting any order to-day."

"Oh, it's no worse than usual," he said, "it's never been good enough to pay me for all I put into it."

"Funny how malaria can yellow things up," I said. "Why you've got as good a little store as I go to."

"It's good enough for the amount of business I do," he answered. "I'm making a living out of it, but I'm not making any more, and I never will."

"If you'd only throw out some of the goods you handle and put in more of mine," I went at him, "you wouldn't know the place in three months."

I'm one of those busy little things that drop business cards into people's coffins. Always on the job, no matter what happens, and you can't lose me. He only

looked at me sort of mournful-like, though.

"I figured up the other day just what I'm making," he went on. "I figured I take about \$8 out of the store each week in stuff for my own table. I'm getting a cheap rent here and I charge it all up to the store, for I only live in four rooms. Outside of that I took out last year only \$10 a week in cash."

"Did you give yourself a salary and charge it up to expenses?"

"No."

"So you only pulled out about \$18 a week and your room rent," I said.

"That's right, and that represents interest on the money I've got invested, and my own services, and worry and responsibility, and my profits, and everything."

"How much money have you got in the business?" I asked, "Fifteen hundred dollars?"

"Nearer \$2,000."

"Then you've got to figure on \$120 interest a year; that's over \$2 a week right there. You ain't getting enough."

"Of course I'm not—that's what I say. And I'm about tired of it. There isn't anything like enough in it."

I thought rapidly for a moment. (That's a phrase out of a book. These big money guns always do that in novels, and I can think as rapid as any of 'em.)

"If I were you I'd get out," I said. "You can make more money working for somebody else. Could you sell the store?"

"Oh, I can handle that easy enough," he said, "my wife's brother will buy it to-morrow. He's a single man and he can make out better. The thing is to find a job."

"Well as to that I believe I've

got you fixed already," I said. That sure was rich good luck. A department store manager in that very place had asked me that morning if I knew where he could find a good man to run the grocery and delicatessen department.

"How much will it pay?" my friend asked when I told him.

"They paid the last man \$30, but they won't start the new one at that. They'd pay \$25 at the start anyway and maybe \$28."

You ought to have seen him throw the malaria away from him. "By George!" he said, "I can get that I'll take it! Do you think I could fill it, though?"

"Sure you could!" I said. "You learned the business in the old country and you know everything about it. Fill it—why you can eat it!"

Well, to make a long story short, I phoned the department store that I had a man for 'em, and inside of half a day the whole deal was fixed. He'd sold his store to his brother-in-law and had taken the department store job at \$26.50 a week. I ain't seen him since, but I'll bet he's a different fellow.

There's a heap of 'em who ought to do the same. I tell you, there ain't anything to running your own business unless you make something out of it. Of course, things wouldn't always fall so quick as they did in this case, but good grocery clerks and managers are scarce. There ain't a single good man who couldn't get a good job if he'd hustle for it.

And often it would pay him a heap more than his own business pays him. Less of his hair'd come out, too.

THE STROLLER.

Seckel pears from nearby points are in good demand at \$5 to \$8 per barrel.

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. There is a good firm market on everything desirable, though no actual change for the week. Good teas are in active demand at full prices.

Coffee.

The coffee market has had some peculiar fluctuations during the week. There has been a heavy bear raid, and in consequence options declined a full cent a pound. Later, however, the market recovered a good portion of this. Actual coffee meanwhile declined a fraction, and is probably $\frac{1}{8}$ cent lower than a week ago. The undercurrent, however, is still strong, as efforts to break the Brazil market have been unsuccessful. Mild coffees are steady and unchanged. Java and Mocha firm, especially Java, at in a moderate demand only.

Sugar.

The sugar market has made a decline during the past week, though the undertone of the raw situation is still strong. Refiners are still very low as to stocks and there is practically no business going. The refiners, however, have begun to decline. The Federal refinery has dropped to $6\frac{1}{2}$ cents for granulated, and all the others have declined five points, to 6.70. The demand is naturally light on a declining market.

Syrup and Molasses.

Glucose has advanced $7\frac{1}{2}$ points within the past week, and compound syrup went with it with a raise of 1 cent per gallon. The demand is fair. Sugar syrup is unchanged and quiet. The first new crop New Orleans molasses has reached Northern markets, ruling at the same price as a year ago. The high price of sugar will make the supply of the molasses smaller, and the supply of cheap grades larger.

Fish.

The mackerel situation continues strong. Norways are firmly held in a few strong hands, and prices are high, but the demand is fair. Irish mackerel show an advance during the week. Cod, hake and haddock are un-

changed, firm and in fair demand. Domestic sardines show a slight advance, not more, however, than 5 cents per case; demand quiet. Imported sardines in light pack, but unchanged and dull on this side. Salmon shows no change, situation still strong, high and in moderate demand.

Canned Goods.

Tomatoes are hardly as strong as they were. Plenty of stock can be bought at 95 cents f. o. b., which is 5 cents less than the top price ruling a short time ago. The reason is that the pack held up longer than was expected, and there is a disposition to wait until a little more is known about the pack. Corn is doing well, considering the large pack, and the market is steady. No immediate change in price seems in sight. Peas are still scarce and high. Apples are unchanged from last week. California canned goods show no change for the week; some business is being done. Pie peaches have advanced until the association's price on gallons is just \$1 per dozen above the opening. Small staple canned goods are unchanged and dull.

Dried Fruits.

The market for large size prunes is unchanged, the demand being active at full prices on account of scarcity. Small sizes, however, are weaker, and are being quoted about $\frac{1}{2}$ cent below former prices. Peaches are strong on the coast but dull in secondary markets. Apricots dull and unchanged. Raisins, in spite of the approach of their best-selling season, have declined $\frac{1}{2}$ cent all along the line during the week. Currants quiet and unchanged. Other dried fruits quiet and unchanged. The lower grades of dates are particularly strong and high by reason of short and late crop.

Beans and Peas.

Domestic pea beans show no change for the week, and fair demand. Domestic marrows are on the same basis as last week and in quiet demand. California limas advanced during the week to 5.35, or about 20 points, demand

fair. Green and Scotch peas are still very scarce and high; the demand for imported is still large.

Butter.

There is a very active consumptive demand for all grades of butter, both fresh and held, and the market is firm at an advance of 1 cent per pound, both on solid and prints. The supply is smaller than usual at this season, and the light receipts are meeting with steady sale at the recent advance. These conditions are the same in all large markets. Stocks in storage are lighter than they have been for several years, and a continued firm market seems likely.

Eggs.

The receipts of fresh eggs continue very light and the market is firm at 1 cent per dozen advance on fresh stock. Stocks in storage are ample and the market is steady and unchanged, with moderate demand. No increase in production is looked for in the near future, and if there is any change it will probably be a slight advance.

Cheese.

Stocks of fancy cheese continue light and the market is firm on all grades at unchanged prices. The consumptive demand continues good and the market is thoroughly healthy. No change is anticipated for the near future. Under grades of cheese are short and selling at close to the price of the best cheese.

Provisions.

Smoked meats are in seasonable consumptive demand at prices $\frac{1}{4}$ cent lower than last week. Stocks are about normal for the season and the consumptive demand is good. Pure and compound lard are steady and unchanged, with a fair consumptive demand. Dried beef, barrel pork and canned meats are unchanged in price and in seasonable demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Norway Herring.—The largest sizes which are in fine demand are hardly obtainable. Prices are rather unchanged and demand only fair.

Norway Mackerel.—Market is in a very peculiar condition at the present time, as it seems one firm has gotten control of the principal holdings and is trying to keep other holders out of the field. It is hard to say how the market will turn out in the near future. A great many lots have been sold at low prices early in the season and this monopoly, if it really exists, will not make itself felt until rather late in the season.

Imported Oil Sardines.—Unfortunately France continues to report practically a total failure of the catch of sardines. Just a few cases are being packed and packers are altogether unable to fulfill their engagements.

In Norway the season is certainly remarkable. Almost every one of our packers, and amongst them are absolutely the largest people in Norway, have been unable to fill all the contracts that they have made with us. Only to-day we had a cable from one packer advising us that he had been unable to pack 3,000 cases of one of our brands which we had ordered from him to fill some of our contracts. The prices which packers are now asking for the winter fish are also higher than last season and it certainly does not look as if we could expect any lower prices for sardines in the near future. On the contrary.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market continues active, with large consuming demand. Visible supplies are short. On account of large stocks of spices being needed during the next sixty days, predictions indicate higher prices ruling.

Pepper very firm. The spot stock in our country is reported the smallest in a great many years. Cables advise of a loss of 400 bags of pepper consigned to this country. Under the circumstances, higher prices are very probable.

Gingers steady and in good demand. It is reported that the Cochin crop for 1912 will be less than usual.

Tapiocas.—Demand is on the increase. Prices are firm.

Seeds and Herbs.—Demand very good. Prices generally firm without many changes during the week. Marjoram is firmly held and prices may go higher. Celery, Poppy and Caraway practically unchanged.

McCORMICK & Co., Inc.
Baltimore, Md.

Butter Looks High for Winter.

Big Storage Stocks, Which Last Year Kept Market Down, this Year Missing. Market Largely Dependent on Fresh Butter, Which Mean High Prices.

It looks like a very high-priced winter for butter. The market is not materially above last year, but last season causes which do not exist this year brought prices down.

At this writing the large way market for solid-packed butter is 33 cents per pound, and for the finest prints 41 cents. Last year's prices, which were about the same at this time, later declined very sharply because of the lack of demand due to high cost, added to the very large quantity of butter in storage. This year the storage supply is very small. Ten million pounds of last year's storage butter carried over have been consumed, and even with this the present storage stock is small and cannot be depended on to save the day. The coming winter's market will therefore be controlled by the fresh production.

This Case Will Decide Important Pepper Labeling Point.

"The United States of America versus 75 boxes of alleged pepper, labeled, in the hands of the American Grocery Co.," was the title of a case tried in the United States District Court at Trenton, N. J., during the week, which has aroused general interest in the wholesale grocery trade. The question involved in the seizure was whether it is a violation of the pure food laws to brand as "pure pepper" a product composed partly of long pepper, or, more technically, the fruit of piper longam, and the true, or black, pepper, which is made from the immature fruit of piper nigrum. The mixed product, labeled as "pure pepper," had been sold to the Brooklyn Navy Yard, whose general storekeeper found fault with its quality, and this resulted in Government sleuths being put at work. Their efforts brought about the seizure of the 600 pounds of pepper involved in the case. The American Grocery Co. practically did not dispute that the goods seized consisted of approximately equal parts of long pepper and black pepper. The company contended that the mixing of the two as pure pepper is

permitted under a supplementary proclamation issued by Secretary of Agriculture Wilson. Judge Cross allowed counsel two weeks within which to file briefs.

Pennsylvania News Items.

Dairy and Food Commissioner James Foust on last Thursday sent agents of his division to Luzerne and other northwestern counties to make an investigation into reports that bleached flour is being sold in this State. The Commissioner received information that Western firms were shipping flour that had undergone the bleaching process into this State, and prosecutions were ordered in every case where agents find it is being sold. The use of nitrous acid or nitrites in flour or other foodstuffs is prohibited by the Pure Food Act of May 13, 1909. The year the act was passed seven prosecutions were made for sales of flour so treated.

Fool Law Set Aside at Harrisburg, Pa.

An Ordinance Forbidding Sale of Fruits and Berries in Boxes Smaller than One Quart Knocked Out on Ground that There Was No Good Reason for Its Passage.

Special Correspondence of "Grocery World and General Merchant."

Harrisburg, Pa., Oct. 19, 1911.

The trade here are much rejoiced over the decision of the Dauphin County Court declaring unconstitutional the ordinance of March 29, 1909, which forbade the sale of fruits or berries in boxes of less capacity than one quart, dry measure. The ordinance imposed a fine of not more than \$100 on anybody violating it, and if the fine was not paid the defendant could be sent to jail.

Under this ordinance the city brought suit against Henry Edmund, a retail grocer, charging him with selling peaches and berries in boxes smaller than one quart. He was tried before an alderman and fined \$5 and costs. An appeal was taken, and the court declared the ordinance to be unconstitutional because there did not appear to be any good reason for it. Following are extracts from the court's decision:—

The ordinance in question gives no information as to the purpose of the municipal legislature in passing it. It simply enacts a prohibition against selling or offering for

sale within the corporate limits either fruits or berries in boxes of less capacity than one quart, dry measure, of the standard fixed by the laws of the Commonwealth of Pennsylvania. What good reason can there be for prohibiting the sale of fruits or berries in boxes containing less quantities than one quart, dry measure? The ordinance recognizes sales in boxes as proper and usual. Why should the use of a box containing one pint, dry measure, be prohibited? No benefit to the public is apparent, or has been suggested. The vendor of those commodities has the right to dispose thereof in such quantities as his patrons may desire, and to prohibit him from selling in boxes in less quantities than one quart is apparently an invasion of his undoubted right. Persons desiring these commodities have the right to purchase in such quantities as they may desire, and there is no apparent reason for the limitation of this right. It is important that fraud and deception in the sale of fruit and berries should be prohibited and punished, but the councils have not, in this instance, indicated that any such purpose was intended by the present measure. The language of the ordinance indicates that it was intended to fix the minimum quantity in which fruits and berries should be sold in boxes. If the councils had ordained that fruits and berries should be sold by dry measure and in containers having marked thereon the quantity contained therein, and punished the false marking of any such container, it would have tended to prevent the fraud and deception which is perhaps at times practiced upon the public.

The court therefore set the law aside.

R. O. SIMPSON.

Globe Association Scheme is Being Scotched by United States Government.

Alfred H. Monroe, indicted president of the Globe Association of Chicago, the mail-order house whose methods were repeatedly exposed in the "Grocery World and General Merchant," is being tried on the charge of using the mails to defraud. He has been indicted on two counts. The prosecution is not based on misrepresentation of goods sold, although misrepresentations are said to have been many and gross. The case is based on the testimony of complaining witnesses who had been appointed "agents" for the company, and who in the complaints sent to the post-office authorities charge Monroe, as the head of the Globe Association, with misrepresentation and violation of contract. According to the post-office authorities the names of approximately five hundred persons defrauded by this company is available. Of this number eighty are complaining witnesses who contracted with the Globe Association to serve as

agents and approximately one hundred and twenty-five are consumers who purchased groceries from the company. The agents were cheated right and left by the Globe concern, not to speak of what it did to consumers.

First Case Against Charging for Wrappings Fails.

Cudahy & Co., Prosecuted in California for Charging for Bacon Wrappings at the Bacon Price, Discharged on the Ground that No Fraud Was Shown. Court Holds that Packers Can Legally Sell and Their Customers Can Legally Buy Goods that Way if They Desire.

Messrs. Cudahy & Co., the Western packers who were recently prosecuted in Los Angeles, California, for selling bacon and charging for the wrappings at the market price of the bacon, have won their case. The judge held that no intent to defraud had been shown. Following is the important part of the court's decision.

The purpose of this ordinance is to prevent or punish a class of fraud which would ordinarily pass unnoticed by the person upon whom it was perpetrated; or, if known, would be so small in each particular case as to go unpunished; and yet which, if unchecked, would amount to a source of considerable revenue to those practicing the fraud.

I do not understand it to be any part of the purpose of the ordinance to impose any restriction upon the right of an individual to make such contracts as to him may seem proper. If such were its purpose, I believe it would be void as being beyond the power of the Council to pass.

Wrapped bacon is a staple article. The custom of wrapping it is well known. The wrapping protects the meat from dust, flies and other contamination and ordinarily is desirable. It is also well and generally known, that when wrapped bacon is sold, it is weighed with the wrapper on. Meek knew this and ordered the wrapped bacon. He knew that the wrapper would be weighed with the meat. The weight of the meat with the wrappings was found by the City Sealer and Weights and Measures to be correct as billed to the witness, Meek. Meek received what he ordered and what he expected to get. There was nothing concealed from him by the seller to his disadvantage; no misrepresentation on the part of the seller.

The purpose of the ordinance is not to prevent one from selling or another from buying bacon wrapped in paper or cloth or both; but to prevent one through misrepresentation or concealment taking advantage of another. The seller had the meat both wrapped and unwrapped. It was all the same price. Meek ordered the wrapped. It was in effect as though he had said: "I prefer the wrapped meat. I am willing to pay you 25 cents per pound for such paper and cloth as may be around the meat for its protection and preservation."

He had a right to make such a contract.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

A Simple Thing Like Green Peppers shouldn't be thrown into a box and then expect to make the right kind of profit on them. Try putting a few carrier baskets with white paper, grade your peppers by size, and then pack them evenly, wiping each one off. Put both a dozen and a basket price on them and you'll be doing something worth while.

Doing Something Worth While is, figuratively speaking, making two blades of grass grow where only one grew before. The new, attractive way will (again I speak from experience) sell two dozen peppers where only one was sold in the slovenly show up.

Getting a customer back to the store that you or somebody else had a misunderstanding with one day is doing something worth while, and very much worth while, too.

An employee bought a box of candy from his firm. He took it to a card party where there was a bunch of girls and fellows that new good candy. "Now girls," said he, "you know I don't talk

shop when I'm with you, but I'm going to give you a little surprise. At our store we're going to run this candy all winter for 39 cents a pound in these boxes and it's going to be just as fresh and just as nice as the box you've sampled." Of course they all said "hurrah for Harry."

Knowing Harry's enthusiasm and the respect in which he is held by these young people, it is no exaggeration to say that between now and Christmas not less than 500 boxes of this candy will be sold just through those few words. Don't you call that doing something worth while?

Making Money on Apples.—There are, as you know, four classes of apple buyers. The barrel class. The basket class. The peck class and the dozen class. You should arrange an apple window right now, with all the classes included. But you can do wonders with the last one. Shine them up and pile them up with the red cheek out, six for so much. Twelve for so much. Fifteen for so much. Twenty for so much.

Pack them in even size boxes, say 2 feet long and 18 inches wide and about 7 or 8 inches deep, and be sure you use a white paper, not a cheap wrapping paper. Now, don't say that's a good idea and let it go at that. Go ahead and do it.

The encouraging thing about writing Straight Talk is the splendid response that comes to this office in the form of letters of appreciation. Thank you, boys.

Yet you're to be congratulated. The average clerk of twenty years ago "couldn't be bothered reading such stuff!"

Tasting Day.—A chunk of butter on a plate, a piece of parchment paper top of it. A beautiful card top of that again—that's tasting day. The card tells it. Certainly have some Baronets. If you only increase your sales 5 pounds a day, doesn't it pay?

The Raisin Argument.—So you're asking 2 cents a package more than "So and So" for raisins. You're liable to hear that and hear it often if you're handling fancy goods. Run your thumb nail across the centre of the package, cutting the paper, and break the thing in two. "Do you notice, madam, how fresh looking this fruit is? Do you see any culls there? Do you observe any dirt or twigs or seeds? The size is large and soft and uniform and the skin, as you see, is very thin. Besides, the flavor of these raisins

is much better than the cheaper ones and the superior flavor of the raisins when it comes to making important cake or plum pudding is of great importance."

Never begrudge the time it takes to explain a thing properly even though the sale isn't made.

THE NEW YORK LETTER

(Continued from page 12.)

is given little credence here and has in no way affected the market.

Raw sugar is much easier this week, holders having made some concessions. Refiners, while indifferent to the present quotations, believe lower prices will prevail in a few days.

Little new business is being made in the refined sugar market, despite a cut of 5 points by all local refiners except the Federal. It is hinted that the reduction was not expected to stimulate business, as refiners have already sufficient orders to keep them busy for some time. The cut, it was said, is simply the beginning of a gradual readjustment of prices, now that the raw sugar is moving freer.

There is a good demand for rice, especially Honduras and Japans, the latter being quite scarce. The millers are firm in their ideas and are unwilling to take much reduction in their quotations. Buyers who in previous years have purchased the rough rice are this year taking the cleaned, believing it to be the cheaper in the long run.

While the demand for canned tomatoes is not great, holders as a rule are holding off for full prices.



We want to keep in touch with you. You should know our policy is only to handle goods we can recommend and stand back of. We aim to quote seasonable goods, and quote prices that should attract you.



SYRUPS—The market will be no lower this Fall; in fact, we are looking for higher prices. Our *Royal Table Syrup* is a great favorite, it has real merit, fine flavor and light color. *Gilt Edge Table Syrup*, a light cloudy Syrup and an old favorite; *Extra Amber Syrup*, *King "B" Syrup*, *Quaker City Syrup*, *White Clover Syrup*, *Challenge Syrup*, *Crescent Syrup*, all well known brands; also we have some fine high-grade Sugar Syrup, *Fancy Sugar Loaf*, at 30c; *Fancy Pure Sugar Syrup* at 24c; both good sweet flavors. We have several marks of Choice Old Crop New Orleans Molasses. We want your orders.

NEW CALIFORNIA PRUNES—Fancy Santa Clara Valley stock, finest quality that California can produce, can make immediate shipment, all in 25-lb. boxes, 40-50s, per lb., 12½c; 50-60s, per lb., 10½c; 60-70s, per lb., 9½c; 70-80s, per lb., 9c; 80-90s, per lb., 8½c; 80-90s, in 50-lb. boxes, per lb., 8¼c.

NUTS, ETC.—There is now a demand for this line; "Hallowe'en" and the long evenings are at hand. We quote New Filberts, per lb., at 12c; New California Almonds, extra quality, per lb., at 20c; Brazil or Cream Nuts, large and sound, per lb., at 16c; New English Walnuts, per lb., at 15c; Pecans, medium size, per lb., at 13c; the above quotation lots to suit—½c per lb. less in original bags. Mixed Nuts, in 25-lb. boxes, per lb., at 15c; Pop Corn, heavy sugar coated, per lb., at 9c; No. 1 Pop Corn, per lb., at 8½c; New Sweet New York Cider, bbls., per gal., 15c; ½-bbl. (28 gals.), \$4.75; ¼-bbl. (14 gals.), at \$2.70; Figs, 12 pkgs., per box, 85c.

CRANBERRIES—A fine lot of fancy Cape Cod berries in barrels; Bunker Hill Brand, large bell shape berries (100 quarts); don't miss this lot, per bbl., \$8.00.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

A few are willing to make some concessions, as they are in immediate need of money. Standard corn is dull and holders of the last Maine crop anxious to sell, as it is claimed it shows the result of frost damage. Fancy grades are not too plentiful, however, and are held for full prices. Peas are in good demand, with prices firm.

Receipts of eggs this week are considerably lighter than last and prices are assuming an upward tendency. The best grades of Western eggs are selling at 31 cents. Nearby eggs are scarce and good grades go as high as 50 cents. Lower grades of eggs, however, are still plentiful and holders are rather anxious to sell out this undesirable stock. There is some movement of storage eggs at 19 to 21 cents for average grades.

The receipts of butter are moderate and the market is taking on a strong feeling. Advices from the distributing points state that supplies from now on will become lighter. Specials are selling at 32 cents, although special brands go somewhat higher. Extras are quoted at 31 cents and even firsts and seconds are participating in the upward tendency.

FRED. A. MCGILL.

Low Grade Dates Very High— High Grade Relatively Cheap.

Hallowee Dates, Which are Poorer than Fards, Bringing More than Twice Former Prices on Account of Short and Late Crop. Fards Not Materially Above Normal.

Something or other has made the price of dates exceedingly high this year, meaning particularly Persian dates, notably Hallowees, which are of a lower grade than Fards. Some authorities say the cause is the Italian-Turkish war, while other say it is the short and late crop.

Hallowee dates are selling at wholesale to-day for around 6½ cents in boxes. They have sold as low as 3 cents, when conditions were not considered very abnormal.

Fard dates, however, which are the best grade and come from another district, are relatively cheap, though slightly above last year's price. The jobbing price of fancy Fards is 8¼ cents, which makes them a much better proposition than the Persians.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

"Boneheads."

We are sometimes inclined to think that grocers and general storekeepers have a monopoly on inefficiency and indifference; but believe me, there is nothing to it. Everybody, from the biggest to the smallest merchant, in every line, has this trouble to contend with. One great difference between the successful and the unsuccessful merchant is, that the successful one gets over or around this trouble and the other allows that trouble to "get him."

I was in Philadelphia a few weeks ago and saw a very attractive advertising novelty in the window of a wine merchant. Many people stopped to look and I, having "all the time there was," did the same. Then I went in to ask what the tangible results had been. I met one of the partners and he was enthusiastic, saying they had realized wonderful results; that the cost of the device had come back to them steadily since the day it was installed; that what I saw, however, was "nothing"—I should have seen it during the first three or four weeks, etc. This, you will notice, was a partner in the business.

Going further into the heart of the business district I saw the same device in the window of a big drug store and people blocking the sidewalk; and I passed on. But only a few days ago I was there again and this time I thought I would ask about the druggist's results, the device now having been removed. I saw a rather bright looking chap behind a showcase and asked him whether that thing had helped; and, will you believe it, he did not know to what I referred! I tried

to tell him about it, but he was utterly, hopelessly indifferent. He told me, not quite without civility, that I "would have to see the manager," who was not then in. I thought this man was surely "dumb," as the Germans say, and hunted up a prescription clerk. But he also stared at me vacantly—knew nothing, absolutely; and, when I expressed my astonishment, he explained somewhat apologetically that he "was only in the prescription department and knew nothing of what went on in the store." He also, by the way, told me that the man I "would have to see" was the manager, who would be in after six o'clock. It was now a sort of fixed idea with me that I would find out whether there was one man in that store who had any power of observation, if nothing more; so I went to the fountain man. I reasoned that he was stationed right out in front and surely would have some little idea of what had happened. But he, too, knew nothing and told me I "would have to see the manager." I saw a man at a desk checking bills and evidently having some authority since there was a set of push buttons at his hand. I told him I had gone over the entire store to ascertain something which I had imagined I should be able to learn from the first man or boy I asked—and I told him what I wanted to know. He knew nothing—did not remember the device—told me I "would have to see the manager."

Could you beat it? Well, it was five o'clock and I had to leave at seven, but I was determined that I would find out if there was one man in that big store who really knew what was going on in it; so I went back after six and "saw the manager." He remem-

bered the device—and my heart began to warm to him as one who knew things himself, but "had his troubles" with his help. But I got over that feeling quickly when he told me he did not know what the results had been and I "would have to" see the people whose goods had been on demonstration in that device.

So here you have the whole force, from the top to the bottom, unobserving, indifferent, careless about what is being accomplished right under their noses in the business in which they are paid to "take an interest." If stores can be run on such a basis in the biggest markets, with the highest rents and best scale of wages, of what have we to complain in our little stores, where everything is under our own immediate supervision? Let us cheer up, gentlemen; it might be much worse.

But now a word to the "Man Behind the Counter." Please, on your hope of advancement and betterment, and also for the sake of others, never tell anybody that he will "have to" see anybody or go anywhere. If it is a possible customer, remember that he does not "have to" do anything about it; that you have to do it altogether—or he will likely find somebody else who stands ready to serve him fully. And, as everybody is a potential customer, drop that form of expression. You can give even a traveling man—to whom, of course, you need extend no kindly consideration whatever—proper directions in a more fortunate formula.

When a civil question is put to you and you do not know the answer, take an evident, intelligent interest in getting the information; and, if you cannot get it, apologize, and suggest primarily what you can do and will gladly do to get it, and secondarily, how the questioner may otherwise get what he is looking for.

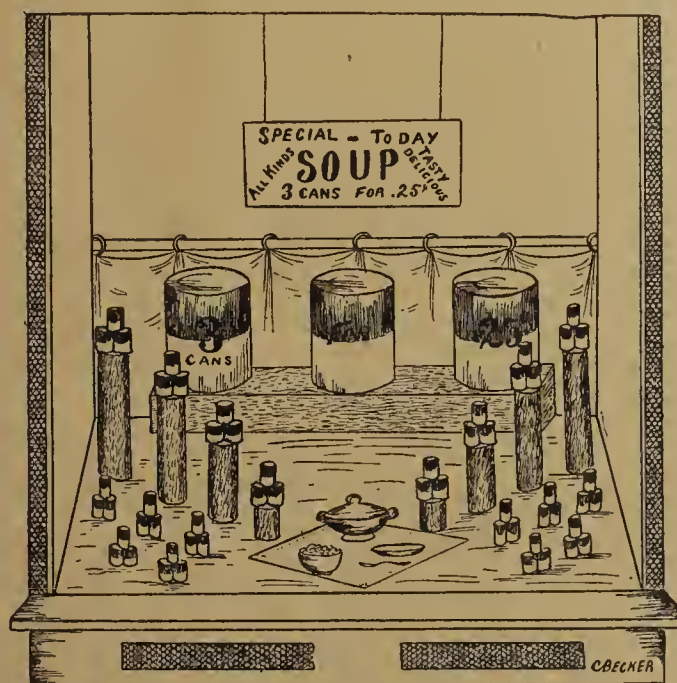
See?

North Carolina is shipping quite a volume of string beans North, 3,000 baskets arriving in Philadelphia in one day. The range is 50 to 75 cents per basket containing 1½ truck baskets. A few Jersey beans are in market yet and a few from Virginia.



Canned Soup Display.

Run a special on soup. This is a neat one and won't require much time to arrange. Cool weather makes everybody enjoy something hot for the table and this dish is always acceptable. To arrange, cover the bottom of the window with any shade of crepe paper or



cheese cloth that will contrast with the labels on the cans offered for sale. In front, in the centre, spread a white cloth on which place a soup tureen, a soup plate, a silver spoon and a bowl of crackers. Place cans in pyramids of threes at each side and from the napkin across towards the rear corners place pyramids of three cans on tomato cans covered with the same shade of paper as used in the bottom of the window. First use one can, then two, and so on. At the rear make a long platform by covering a couple of boxes with the crepe paper. To make the larger cans, get the lids of peach baskets or small cheese boxes for the top and bottom of the cans and nail a few strips of wood between the ends to give them the proper height. Cover them with crepe paper as near to the label on the small cans as possible. Letter each can like in illustration. Suspend a sign card in the rear stating price and number of cans given and the window is complete.

Housecleaning Display.

Cool weather and the flies gone make the busy housewife's thoughts turn to housecleaning. The grocer who handles these articles will find this a neat display, if arranged like the illustration. Of course, it all depends on the size of the window. This arrangement can be carried out in a small window just as well by using only one half or one third the number of articles. To arrange, first cover the bottom of the window with a dark crepe paper; almost any shade will do. In the centre, in front, build a semicircle of soap, white and yellow and back of it place a can of lye and a bottle of ammonia alternately. Fill the space with washing soda. At each side of this display stove and metal polish. In the centre of the window place a circle of brooms and on the top fasten a duster, two dust brushes and whisks, like in cut. At each side place a few carpet beaters, with a semicircle of scrub brushes in front. Along the sides place different kinds of washing powders in packages. Across each corner in the rear build pyramids



of buckets. Stretch a rope or clothes line in the rear from which suspend a piece of white muslin or white table oilcloth, with lettering in black. Back of this, for a background, stands rolls of floor oilcloth and linoleum.

Growth of Paper Bag Cookery Abroad.

Certain American paper bag dealers have been attempting recently to boom the paper bag business by exploiting paper bag cookery, that is cooking in paper bags instead of ordinary cooking utensils, which has attained quite a vogue. It seems to be quite a spreading idea. Paper bag cook-

ery has lately become an important innovation in New Zealand and households, and large quantities of specially made grease-proof paper bags have recently been sent from London for this purpose and are meeting with a ready sale. Some paper is also imported and the bags made there. In the latter case the

paper is put up in rolls containing sufficient sheets to make 50 to 200 bags, according to size, the price being 2 shillings (48 cents) per roll. Small packets of the bags, already made, sell for 1 shilling (24 cents) per packet in assorted sizes. The paper bag system of cookery is being encouraged and advertised to a

great extent by dealers in oil stoves and gas stoves, who have been giving many public demonstrations of paper bag cookery in their stoves. The new system has become very popular in Australia as well as in New Zealand, and the newspapers are giving a great deal of attention to receipts for cooking in paper bags.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Man of experience and ability desires responsible position in a good wholesale or retail grocery house. A1 reference and bond if required. H. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Salesmen calling on the tea and coffee trade to sell Saylor Automatic Coffee Cabinet as a side line. Big commission. Saylor Mfg. Co., Rochester, Minn. 19

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Nobilt, 1220 Filbert St., Philadelphia, Pa. 11

FOR SALE.

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4065 Haverford Ave., West Philadelphia. 3

FOR SALE.—Closing out sale. Rotary Neostyle for duplicating circulars, \$10; National Cash Register, total adder, \$35; McCaskey Register, roll top, 140 accounts, \$45; three glass show cases; cheese safe; oil and gasoline tanks, 80 to 160 gallons each; molasses measuring spigots; four pair scales; large lot scoops, many sizes; large meat block, saws, cleavers, etc.; one-horse freight wagon. Many articles not enumerated. I am out of business and all must be sold. Frank Garrigues, Moorestown, N. J. 19

FOR SALE.—A fine grocery store in select suburb of Philadelphia, doing business of about \$50,000 a year, at excellent profits. Almost a complete monopoly of the trade. H. B. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Good country store and dwelling combined. Buildings all new and recently painted. Eighty acres land, one-half clear, balance good thrifty timber. New bank barn and wagon shed combined. All necessary outbuildings. Running water, never failing. \$5,000 stock, which can be reduced. This property can be bought for \$3,200 and stock at five per cent. below cost. Will take mortgage for the half at four per cent. interest. This is an extraordinary bargain. Anyone contemplating the purchase of a good country store would do well to investigate this. W. H. Clotfelter, Richfield, Pa. 19

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Meat and provision store in West Philadelphia, with a two-story corner property, seven rooms, all conveniences. Doing about \$1,600 cash business monthly. Established about nine years. Weekly profits from \$30 to \$35 clear. Experience not necessary as clerks will stay with purchaser if so desired. Price for property, stock, fixtures, horse and wagon and good will \$6,000, cash required \$1,500, balance can remain on mortgage. Also the entire contents of household furniture to be sold without reserve. Owner leaving city. H. J. Q., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 19

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,200. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a

good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Grocery, meat, hardware and express business in the best suburb of Washington, D. C. Doing between \$3,500 and \$4,000 monthly. Good clean stock. Growing neighborhood. Excellent chance for settled man. Good lease. Selling on account of other business. Price \$5,500. Follmer, 5610 Connecticut Avenue, Washington, D. C. 19

FOR SALE.—An old established corner, doing a good business in groceries, provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery, meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,150. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Six gross of "Elite" brand of noiseless tip matches, 500's, in good condition. First check of \$15 buys them. H. E. Godschalk, Lancaster, Pa. 18

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms, rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 11

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixteenth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand

any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000, catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock about \$6,000. Business will be sold at a inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operation under way. Owner wishes to go South for only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize good, first-class store. This place must be seen to understand the bargain. Owner sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

John Scott & Co.
INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

FLEISCHMANN'S
COMPRESSED YEAST
HAS NO EQUAL

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

**Circulates in every
State of the Union
and Canada.**

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LII.

PHILADELPHIA, NEW YORK AND PITTSBURGH, November 6, 1911

No. 19.

Grocery World AND General Merchant

WILLIAM H. NAYLOR,
Manager Circulation and Prices-Current.

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me to Push Tea.

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Southern Wholesale Grocers' Association's Comment on Government Decree Destroying It

Takes the Decree Apart and Professes Indifference to Various Prohibitions. Says It Isn't Doing Things Government Complained of, But Neglects to Say Whether It Formerly Did Them or Not. Fact Established That Association Was Formerly Guilty in Every Respect.

Touching the decree entered a few days ago in the suit of the United States Government against the Southern Wholesale Grocers' Association, which was reproduced and commented upon in a recent issue, the president of the association, J. H. McLaurin, has issued a statement discussing the various phases of the decree. The effect of the court's ruling, as stated at the time, is to make it impossible for the association to legally do a single one of the things which it got into trouble for doing throughout the South.

President McLaurin's statement is as follows:—

Our association is in no wise handicapped in its activities or limited in its possible accomplishments by reason of our voluntarily consenting to an order of the Government that we are not to do certain acts. * * * We have for some months been willing to consent with the Department of Justice to an adjustment of this nature when they should, at the same time, express a willingness to consent to a formal recognition by the court of the legality of our organization, at the same time expressing our right to "maintain" and operate the association. You will now observe that the Department of Justice has finally consented to having the court establish our legal status, and with that conclusion on their part reached the Southern Wholesale Grocers' Association occupies a stronger and more desirable position to-day in the commercial world than was the case before the Government commenced its action. To-day the fact that we are a legal organization is a matter not of "theory" or "opinion," but a fact—in itself confirmed by the United States Government.

Following are chief points of the decree:—

SECTION I.

1. We must not prevent manufacturers shipping to any person not a "member" of the association.

This means nothing to us, as we are not engaged in such practices.

2. We must not "prevent" manufacturers from shipping to any person whose name does not appear in the directory published by the association.

We are not engaged in such practice. Another "prohibition" easily consented to.

3. We must not publish a directory which contains only the names of wholesale grocers who have "agreed to work in harmony with

the association" (that is, who are members).

We have never done it, are not doing it and will never want to do it. Our directory, which we will continue to publish, contains, as it has always done, the names of every wholesale grocer doing business in the South, and is just as accurate as we can possibly make it. A "prohibition" that merely leaves us where it found us—nothing more.

4. We must not publish a list of manufacturers who have agreed to sell only members of the association, or names published in our directory.

This organization engages in no such practice. I repeat: This organization does not presume to dictate to or attempt to determine for any manufacturer what his distributing policy may be.

SECTION II.

1. We must not "agree" together, or with others, to fix prices at which any commodity shall be sold.

This "prohibition" suggests an act never at any time engaged in by this organization. Manufacturers determine for themselves a selling price for their products.

2. We must not coerce manufacturers to fix a limited selling price on their goods, or to have such "fixed" prices printed on cards and distributed.

This is practically a repetition of the above and justifies the same comment. The association undertakes in no wise to "coerce" manufacturers.

3. We must not prevent a manufacturer from selling to any wholesale grocer who does not maintain "fixed" prices.

This does not concern the organization in the slightest. The consideration from any standpoint of "fixed" prices is not a part of our work.

4. We must not "demand" or "receive" from any manufacturer rebates to be paid to any wholesale dealer for having maintained a limited selling price.

In other words, we must not distribute for Colgate & Co., Fairbank, Arbuckle or any other manufacturer any part of the jobber's profit that the manufacturer may for any reason have withheld for a time. We are not engaged in performing this service for the manufacturers, nor have we a desire or intention to become so engaged at any time.

SECTION III.

1. We must not boycott any manufacturers for selling to any firm not a member of the association.

Most emphatically we are not engaged in the above practice. We believe in a fair deal

to every man, whether he be manufacturer, jobber, retailer or consumer. We cheerfully consent to being "restrained" from "boycotting" or any other dishonest or illegal act.

2. We must not "attempt" to increase the jobber's profit by increasing the price at which wholesalers and jobbers shall sell any commodity in interstate commerce."

I find no evidence of any record that the organization has ever at any time attempted to accomplish the above purpose. Indeed, our every effort, together with the spirit of competition, tends to the contrary. Another "prohibition" of an act foreign to our operations.

SECTION IV.

1. We must not "do or refrain from doing anything, the purpose or effect of which is to fix or maintain prices on any commodity," etc.

As already stated, the question of "fixed" prices does not occupy a place in the work or activities of this organization.

2. We must not by any act hinder or prevent by intimidation or coercion any firm from buying or selling to whomsoever and at whatsoever prices may be agreed upon between seller and purchaser.

This appears to be a general summing up and repetition of a number of "prohibitions" already cited.

SECTION V.

The bill as filed charged the organization with being "illegal" in "restraint of trade," and "a combination in violation of the Sherman Anti-Trust Act," and prayed that by reason of these facts "the organization be dissolved." Now comes the decree and says:—

The said association and its officers and members are not restrained from maintaining said organization for social or other purposes not above prohibited.

The above provision of the decree therefore immediately becomes very interesting reading matter in that instead of the organization being pronounced by the court (as prayed in the bill) to be "an illegal organization" and thereby "dissolved," it is decreed that "said association, its officers and members, are not restrained from maintaining and operating said organization"—clearly and definitely an expressed approval of the United States Government (not of our dissolution), but of the continued maintenance and life of said organization.

In spite of the brave and plausible retorts of the Southern Association, the fact remains that it did all of the things by way of restraining competition which the Government charged against it, and practically admitted it when it consented to the entering of the decree. It may have done them before being incorporated in its present form, but it did them nevertheless.

Florida oranges are beginning to come forward and range from \$1.50 to \$3. The quality is green and poor and the demand light,

Notes of the Local Pennsylvania Associations.

State Secretary Howes Contributes Various Notes of Branch Organization News. The Philadelphia Co-operative Advertising Idea. Only Discord in New Castle is When Secretary O'Brien Begins to Sing. Pittsburgh Grocers Organize Protective Association.

Special Correspondence of "Grocery World and General Merchant."

Erie, Pa., Nov. 2, 1911.

The Retail Grocers' Association of Philadelphia conducts its regular meetings on Monday evenings of each week at 8 o'clock, with an average attendance of 20 per cent. of its membership. Co-operative advertising has received a very great deal of attention during the past month. The belief of the officers being that a movement of this kind is very essential, was addressed by Mr. V. T. Robinson of a local advertising bureau, who outlined a plan greatly favored by some of our influential members as the best means possible to secure the active support of the public. This plan takes the form of a one-page "ad." in one or more of our local dailies once a week, the character of the matter used to be upon broad educational lines, encouraging the use of pure foods absolutely, promoting honest grocery conditions and reducing the cost of commodities to the consumer wherever possible. If the necessary arrangements can be made to operate this advertising plan as an additional association feature it will be our purpose to acquaint the public with the great strength of our organization, so far as members are concerned, our enormous outlet for groceries, with every member pledged to correct business principles in conducting his grocery business. At present writing this matter has been turned over to the Board of Directors for final action.

We are in receipt of the following from Secretary E. O'Brien, of New Castle: "We come together weekly, not as competitors, but as business companions and friends, and why should not that condition exist all over the State, in every city and town. The groceryman that stands aloof from his fellow-merchant to-day feeling that he is bigger, wiser and

Cold Weather Specialties:

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



End Your Accounting Troubles!

¶ This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human intelligence.

With Only One Writing **the McCASKEY SYSTEM** The End of Drudgery

will tell you more about the details of your business (the things you should know) in five minutes than you can get from a set of books in hours.

¶ The McCaskey System cuts out useless copying and posting from one book to another and the information it gives you about your business is reliable and can be depended upon.

¶ With The McCaskey in your store you can tell at a glance the total amount due you on each account receivable.

¶ At a glance you can learn what twenty customers owe, when they made their last purchase and what they bought.

¶ The McCaskey collects money automatically.

¶ The McCaskey prevents errors and disputes with customers over their accounts.

¶ The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

¶ The McCaskey limits credits, prevents overbuying and overselling.

¶ With The McCaskey you can prove your loss to the penny if you are visited by a fire.

¶ Over seventy thousand merchants in all lines of business are using The McCaskey System.

¶ For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

¶ We'd like to send you more information. Drop a postal card to-day.

The McCaskey Register Co.
ALLIANCE, OHIO.

Branches:- New York, Boston, Washington, Pittsburg, Chicago, Atlanta, Memphis, Minneapolis, Kansas City, San Francisco.

Canada - Dominion Register Co. Ltd. - Toronto.

England - Dominion Register Co. Ltd. - Manchester.

Australia - New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED
SALESBOOKS IN THE WORLD.

of more importance than his brother storekeeper, has liver trouble and he does not know it. At a previous meeting it was suggested that we make application for a State charter and broaden the scope of our co-operative efforts, and every member acquiesced to the proposition, thus demonstrating their loyalty and confidence in one another. There is never any discord, unless the writer undertakes to sing."

A mass meeting of the retail grocers of Greater Pittsburgh and vicinity will be held in the Wash Building, Assembly Hall, on Monday evening, October 30, 1911, at 8 P. M. for the purpose of organizing a Retail Grocers' Protective Association. C. A. Ball, who is acting secretary, and may be addressed 227 Southern avenue, Pittsburgh, says: "We think the necessity is great and the time ripe to form such an organization, and it is our aim to have every grocer in Pittsburgh and vicinity present at this meeting." The State secretary acknowledges an invitation to be present, but will be unable to attend owing to a prior engagement.

A. M. HOWES,
State Secretary.

MAGAZINE NOTES.

A Magazine Worth Watching.

"Lippincott's Magazine" is worth watching these days—worth watching and worth reading. Its recent substantial increase in size, together with a—presumably—vastly increased monetary appropriation, enables it to present an alluring array of fiction, special articles, and other attractive features. Following the noteworthy issue for October, with its striking complete novel by Amélie Rives, comes that for November, with a table of contents just as remarkable. The novelette is "The Island," by Augusta Kortrecht, who has one book—"A Dixie Rose"—and a number of clever short stories to her credit. "The Island" has an original setting and original characters—in fact, there doesn't seem to be anything about it that isn't original. It's a tale of a hare-and-tortoise race for a woman's love—but don't expect a cut-and-dried dénouement for it isn't that kind.

Among the short stories, "The Amazon," by Julian Hawthorne, stands out prominently. This is a unique, not to say fantastic, tale of adventure in South America. John Reed Scott, who wrote "In Her Own Right," "The Colonel of the Red Huzzars," etc., contributes "The Affairs of the Protocol," a strong story of the Secret Service. Other notable short stories are "Grimshaw's Apology," by Ellis O. Jones; "Why I Hate My Best Friend," by Mrs. Raymond Patterson; "The Four-Flushers," by Stanley Olmstead; "Homespun Romance," by Sarah Peary, and "The Token," by Edith Willett Smith. The "Short Story Masterpiece" for November is Prosper Mérimée's "The Taking of the Redoubt." As usual, there is an introduction by the editor.

The New York Letter

Limited Price Piffle in the New York "World." What is the "National Retail Grocers' Co-operative Association"? The New Coffee Association Plan to Increase Penalties for Violating Federal Food and Drugs Law. Another Argument for Tea as Against Coffee. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York November 3, 1911.

Considerable interest has been manifested during the week by the announcement that the "National Retail Grocers' Co-operative Association" had been organized under the laws of Delaware to deal in merchandise and conduct department stores in New York City. The capital is \$1,000,000 and the incorporators are Thaddeus S. Dayton, H. Cause, of New York City, and Philip L. Raymond, of Long Island.

An instance of the kind of articles that some dailies are serving their readers on the food question was given one day this week by the "World." It was an article with display headlines, one in a series, and not a single name was mentioned throughout as authority for any of the statements. Most of the article was in the form of an anonymous interview with a "retail grocer."

This imaginary grocer went on to say that he and the other retailers have been getting tired of the high prices of food products and that even the wholesalers are also beginning to feel that the time has come for marking down the prices.

But alas, neither retailer nor wholesaler can do as he likes, for both are held in the merciless grasp of the manufacturers who fix prices from the factory all the way to the consumer and who enforce their decrees by awful boycotts and blacklists!

Then followed the alleged forms of announcements sent out by some of these manufacturers in which dealers are told that in case they are accused of cutting prices they must furnish sworn certificates of themselves and their salesmen so as to disprove the charges; in default of which further orders will be declined until reparation is made.

These announcements, it was

said, are used instead of the old selling agreements which in some instances were declared illegal. The "reparation" is said to be the method of evading the law against fines.

Who can follow up and learn if there is any truth in such a story as this in the daily? Nobody's name is given; there is nobody to affirm or deny any of the statements.

The reporter who writes such a story can put in any statements that he likes. They cannot be run down and denied if they are false. In the words of the reporters, such stories are "pipes."

Yet, unfortunately for the grocers, many stories or "pipes" of this kind are appearing in certain of the daily papers and are giving erroneous and harmful ideas in reference to the business.

In accordance with the preliminary announcements in the last two issues, a meeting was held last Friday in the Fulton Club to organize the National Tea and Coffee Trade Association.

The speakers at the meeting said in a general way that the time has come for organizing the trade along broad lines so that the dealers may co-operate in efforts for the welfare of the trade as a whole. The association is expected to promote sociability, a better understanding among dealers, and a high standard of business ethics.

Wm. H. Ukers first addressed the meeting, explaining its purposes. William B. Harris, of the William B. Harris Co., was chosen temporary chairman; P. S. Duryee, of Duryee & Barwise, secretary.

Brief addresses were made by Mr. Harris, Thomas Martindale, of Philadelphia; Colonel William P. Roome, of Acker, Merrall & Condit Co.; Alexander Delmar, president of the Latin-American Chamber of Commerce; M. H. Gasser, vice-president of the St. Louis Coffee Roasters' Associa-

tion; Edward Aborn, James Van Dyk, J. B. Dash, George F. Wiemann and William F. Foley.

The following committee was appointed to draft a constitution and by-laws and to nominate officers: William B. Harris, Colonel William P. Roome, George F. Wiemann, Edward Aborn and Frank Russell.

This committee is to report at a meeting to be held Friday, November 10th.

The following companies and firms were represented at the meeting:—

The George F. Wiemann Co., Arnold & Aborn, Russell & Co., Samuel S. Board & Co., the Acker, Merrall & Condit Co., J. J. Bogner Coffee and Tea Co., Robert Buttlar, Crooks, Thomas & Co., Duryee & Barwise, C. H. Ehlers' Son, Enterprise Coffee Co., William F. Foley, F. P. Garrettson & Co., the Wm. B. Harris Co., the Holland Coffee Co., Latin-American Chamber of Commerce, International Coffee Co., Knickerbocker Mills Co., J. Martinson, Morrison & Boinest, E. M. Roberts & Co., S. A. Schonbrunn & Co., Tracy, Packard & Huntoon, Jas. Van Dyk Co., all of New York; Thomas Martindale & Co., and the Finley Acker Co., of Philadelphia; Browning & Baines, Inc., of Washington, D. C.; the Gasser Coffee Co. of Toledo, and the W. S. Quinby Co., of Boston.

At Buffalo, the city's health officer, Dr. F. E. Fronczak, has been giving out some good advice with reference to the adulteration of food. He tells the people that they must curb their aesthetic desires for fine colors in foods if they really prefer to get their food in a pure and healthful condition.

The popular liking for white eggs, yellow milk, for peas that have a vivid green and catsup that has a beautiful red color, for high tones in sausages and hamburger steaks, for shiny candies—all these wishes are readily met, he said, with the aid of the chemist, but if the food were pure the colors would not be so striking.

The doctor explained the rapid deterioration that takes place in turkeys and fowl that are taken out of cold storage and thawed for the Thanksgiving trade, and then, if unsold, go back again into cold storage, only to be taken out

again for the Christmas and perhaps for the New Year trade. All this, he said, will be ended by the enforcement of the Brennan cold storage bill in this State.

It is now claimed that there is a lack of "ginger" in the legal proceedings for the enforcement of the Federal food and drug law; that the proceedings are often carried along in a hesitating way and the penalties are often so light as to be ridiculous. An effort will be made to impress this view on the authorities when they consider the question of revising the administration of the law.

As instances of undue lenity in the prosecuting of offenders against the law it is said that producers of misbranded products are still allowed in some instances to take back the goods and put new labels on them. The fines for adulterations are said to be often so light as to be merely nominal.

In fact, in many of these cases the only real punishment, it is said, has been in the publication of the names and facts, this being made mandatory in the law, so that the offenders have never been able to suppress such publication.

Heavier fines or imprisonment and greater promptness in giving publicity to the cases will be advocated. The demand is justified on the ground that the adulterations are often harmful to the health of the consumers, especially in the case of invalids, and that rigorous enforcement of the law with adequate penalties are required in fairness to the manufacturers who strive to live up to the law in all respects.

Some of the local tea importers have submitted samples of teas admitted to this country to a private laboratory in this city, the Lederle laboratory, and the analyses there made have indicated the presence of coloring matter of an artificial character. These teas, before admission, were passed upon by the Government chemists as a matter of course, and these chemists found no coloring material.

The tea importers have sent on to Washington the results of the private analyses and have asked that the Government chemists make the tests more rigorous. The importers make two charges.

The first is that the tests made by the Government chemist at New York in the case of these teas was unreliable. The second charge is that the methods prescribed by the Treasury Department for the making of the tests are not adequate to detect artificial coloring or facing matter.

The Lederle laboratory found coloring material by following the Treasury Department's methods, but found a larger quantity of the coloring material by following other methods.

The samples in question were of teas imported from China. It is said that the Government's expert at Chicago declared that this shipment was colored, but the chemists employed by the local appraisers passed the tea as not having any coloring material.

At a meeting held early in the week by the New York Tea Association it was decided to continue the campaign against the admission of any tea that does not pass the most rigorous examination. Representatives of the association will again visit Washington to confer with the officials of the Treasury Department.

In response to Thomas Martindale's letter on the relative cost of tea and coffee, W. A. W. Melville writes:—

We are of opinion that the statement that one pound of coffee makes seventy-five cups is somewhat overstated, the truer figures being more between forty and forty-five cups for coffee that costs the public 30 cents per pound; in fact, some restaurants do not figure above thirty-five cups to the pound. A careful test shows that seventy-five cups to the pound would be extremely weak coffee—certainly not what the average American would care to drink.

On the tea side, however, a pound of tea, for which the public pays 60 cents per pound, will make fully 300 cups of medium strong tea, and more for those who like it weaker. We believe a proper comparison is that 60 cents' worth of coffee will make from eighty to ninety cups of coffee at the most, as against 60 cents' worth of tea making from 250 to 300 cups, showing that a cup of tea costs from one-third to one-fourth that of coffee. Mr. Martindale's letter really shows these facts, as he speaks of 240 cups of good, strong tea.

It is generally conceded that the increase in the use of Ceylon and India tea is somewhat hidden in the annual consumption of tea in this country, due to the fact that black Ceylon and India tea make nearly twice as much liquor in the same proportion of strength as the Japan and China green teas.

The tea trade as a whole fully appreciate the insertion by your paper of Mr. Martindale's letter, and we believe that when the

American public thoroughly understand the proper making of good tea and that the United States Government is protecting by careful scrutiny every pound of tea that is allowed into the country as to purity, there will doubtless be a much larger consumption of tea, more in keeping with the continued increase of consumption in Great Britain and its colonies, where coffee is on the decrease and tea as a beverage reigns supreme.

The National Synthetic Products Co. is the name of a company incorporated in New Jersey in the last week. The company, it is stated in the papers, is to manufacture food products. It is to have an authorized capital stock of \$100,000; headquarters are in Jersey City. The incorporators are N. R. Green, Elizabeth, N. J.; P. A. Schmitt and C. T. Crouse, New York.

Other new incorporations are:

Scales Bros. Co., Newark, N. J., to deal in groceries; capital stock, \$100,000; incorporators, A. T. Scales J. W. Scales, G. Goldt, Newark.

The Cooke Co., Long Branch, N. J., cold storage; capital stock, \$30,000; incorporators, H. J. E. Cooke, Fair Haven, N. J.; P. Carpenter, Jersey City; P. P. Keller, Long Branch.

Inspectors of the State Board of Health in New Jersey have reported that in a number of the canning factories bad fruits and vegetables are mixed with good products and all canned together. The most numerous complaints are with reference to the canning of tomatoes. A conference on the subject will be held by the Board with a number of the canners at

(Continued on page 11.)



Magic in the Kitchen.

From the seven different flavors and seven colors of Jell-O not only seven kinds, but several hundred kinds of desserts can be made. Many of them can be made in a minute.

It is all very much like magic.

Frappes, sherbets, souffles, charlottes, salads, puddings, plain Jell-O desserts and fruited Jell-O desserts—all can be made of

JELL-O

A package of Jell-O and a pint of boiling water are all that is needed.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

The name JELL-O is on every package in big red letters.
If it isn't there, it isn't JELL-O



WITH THE EDITOR

The Philadelphia "Evening Bulletin," in one of its last week's issues, contained

An Illogical Argument.

the following editorial article:—

A COLD STORAGE BANQUET.

What may be set down as one of the most peculiar dinners on record has been given by Chicago's produce men. Excepting the vegetables, relishes, coffee and cigars, everything on the table came out of cold storage. The chicken and turkey were slaughtered some time previous to last Christmas; the capon met its fate about last Valentine's Day, and the eggs employed in dressing the salads were laid last April. All of these facts were connoted on the printed cards besides each diner's plate, but none of the guests retreated.

Nor have any of them complained since, so far as is known, of ptomaine poisoning, dyspepsia, indigestion or other ills ordinarily connected with dining or with gastronomic enjoyment. In fact, Congressman Madden, of Chicago, enthusiastically hailed the meal as an "assuredly splendid feast," adding that he was ready to admit what the produce men averred, that there was more flavor to cold storage poultry than the kind advertised as freshly killed. Moreover, the cold storage operators proved the courage of their convictions by eating their own products.

But no one has seriously questioned the taste and flavor of frozen chicken and eggs. It may even be admitted that they are entirely wholesome. What the public and food experts who have investigated the subject unite in demanding, is that they shall know what are storage products when they buy them and what are fresh; and the simplest way to accomplish this is to mark them with the date of their receipt in the refrigerated warehouse, as is required now in several States. Certainly the cold storage men who are so cocksure of the merits of their wares ought not to object to having them labeled as such.

In its first two paragraphs the "Bulletin" entirely destroys all reason for the third. If it is admitted that cold storage food, that is, food stored for a reasonable time, cannot be distinguished

from the fresh, and may even be its superior, what possible reason can there be for warning the public against it? The counter query may come—what reason is there not to, and the reply is that it would greatly interfere with the sale of products admittedly worthy. If a consumer accustomed himself to eating cold storage poultry and dairy products, he would see that they were in no sense different from the fresh, and the label would then not deter him, but the average consumer would not make the experiment. Labeling food products cold storage would therefore entirely defeat the sole object of storing—for it would divert the demand from the storage food, which is now mingled with the fresh and eaten on the same basis, and concentrate it upon the fresh, which is already insufficient for the demand even when helped out by the storage.

This is the last chapter of an interesting story:—

FOR SALE.

The property of the Waukesha Canning Co., consisting of the following:—

Waukesha, Wis.—Four lines for pea packing.

Barron, Wis.—Three lines for pea packing.

Rice Lake, Wis.—Three lines peas, two lines string beans.

Hampshire, Ill.—Two lines corn, two lines peas.

Frankfort, Ind.—Two lines corn, two lines tomatoes.

Three thousand six hundred acres land in Rusk County, Wisconsin. Also more or less personal property.

The sale will be conducted by the Receivers subject to confirmation by the United States Circuit Court. A clear title will be given to all the properties. The property will be

sold for cash. The Receivers will be glad to furnish all information relative to the properties at request. Address W. H. Nicholls & A. B. Cambier, Receivers, 341 River street, Chicago, Ill.

The Waukesha Canning Co. is the concern which came East two years ago with a new brand of peas called "Run-a-Pod," the particular point of which was that the peas were not assorted as to size but were canned as they came from the pod.

The concern fixed a price on them of \$1.75 a dozen wholesale, and inaugurated, through a well-known agency, an extensive and expensive advertising campaign. The peas sold the first time, but did not repeat. While good enough for what they were, they were no more worth \$1.75 than Baker's corn would have been. To make a long story short, the concern failed, but not before the price of "Run-a-Pod" peas had been about cut in half. They are selling about at half to-day and because a new management has placed them on an honest basis, are in active, regular demand.

All of which supplies a moral as trite and ready-made as that of the villain in the Sunday school book.

In a recent publication Thomas Martindale, the Philadelphia merchant and tea expert, makes the pertinent and useful suggestion

Time to Push Tea.

that with coffee so high and tea still comparatively low in spite of several advances, this is the time to push tea to the front and coffee to the rear.

Here is the core of Mr. Martindale's argument:—

Now let us contrast the economy of the use of tea as against the present prevailing prices for coffee. The consumer can, or should, easily buy a pound of really good tea for 50 cents, and out of this sixteen ounces of tea the consumer gets an average of 240 cups of good, strong tea, or about one-fifth a cent per cup, whereas a pound of good coffee, costing say, 30 cents, will only produce about 75 cups, or very much more than double the price of tea. As between the virtues of the two beverages I have over and over again tested them under the best conditions that a man can have, namely in the pursuit of big game, where the hardest sort of walking, say, up to the high mountain elevations, or down to the lowly bogs is necessary, day after day, in all conditions of weather, rain or snow or excessively low or equally excessive high temperatures prevail.

The United States has always been a coffee-drinking country. Our per capita consumption of tea is and always has been far below the English per capita consumption. This is partly because coffee is a drug while tea is not—at least, not in the same degree—and we in this country use coffee as a drug and get its drug effects. In other words, tea merely soothes and comforts, while coffee stimulates and excites. The English want the former effect, Americans the latter.

One would still think, however, that the high price of coffee must surely increase the demand for tea, at least, if the trade would help it. While some coffee drinkers would no more take tea as a substitute than they would take milk, there is nevertheless a great army of drinkers on whom coffee has no special hold. They would as soon take tea, if it could be impressed on them that it would suit their purpose equally well—and was only half the price.

An Infallible Formula for Selling Goods

I can give any merchant an infallible formula for selling goods and increasing his business. It may not work over night—in fact, a man may have to carry himself for a considerable time

before it starts to work—but sooner or later it is as certain to succeed as anything can be in this life.

Of-course I do not claim that this plan will take the place of

energy, nor will it enable a man to sell goods when his prices are above his competitors. But with other things equal, or even with his prices a shade above his competitors, I can guarantee it in time to get him the preference invariably.

A certain wholesale dealer whom I know has this formula and uses it in his business every day. Perhaps I can best explain what it is by describing two oc-

casions in which I overheard him using it.

A customer of the house came in to buy goods. He wasn't an especially close or valuable customer—wasn't, in other words, entitled to any special consideration.

"How are these goods this year?" asked the customer.

"They seem to run pretty irregularly," said the jobber, "otherwise they are all right."

In other words, "here are the goods as they are; buy them if you like—you will find them exactly as I say."

Another customer came in to buy something else, prepared to place a good-sized order.

"Better not buy those goods today," said the jobber. "They'll probably be cheaper in a day or two."

The formula, then, is absolute honesty—the courage to tell the good points of the goods as well as the good—the sublime bravery to tell the buyer that which may turn him away. Coupled, of course, with business sagacity enough to sell only goods in which there are more good points than bad.

Nothing manufactured or grown by man is perfect. Everybody knows that. Nobody believes your story of perfection. The average seller's claims of superiority are always discounted and therefore go for naught.

But who distrusts the man who has had the sublime courage to turn his goods over and show you something against them that

you never would have seen? Such a merchant can coin the confidence of his buyers into minted gold. He is an everlasting refuge in time of uncertainty, and into his store people, once they have found him out, will go with exceeding comfort.

What a delightful thing to listen to the talk of a seller about his goods, and to realize that you can depend on every word of it! How often do we have that experience? Frankly, it doesn't often happen to me.

It takes courage, because it may mean lost business. If a customer comes to you and is told that certain goods which he is about to buy have some disadvantage, he may decide not to buy them, though without doubt he will admire and respect your honesty and frankness.

"Therefore," runs the argument, "see what I have gotten for my pains."

And if there was never going to be any further chance for those two men to deal, the argument might have something—practical—in it. But there is usually a future. When the buyer who

went away wants goods again, where will he go for them? Is it conceivable that he will forget the man who through his truthfulness turned business away? No, indeed, seven times out of ten he will go back again, knowing that he will at least get the truth, if nothing else.

And on the second visit probably the honest seller will be able to offer goods that haven't got something against them.

Oh, the thing is sure! A man who can wait for it to work will some time find himself in an exceedingly enviable position!

E. J. B.

THE NEW YORK LETTER

(Continued from page 9.)

the State House in Trenton on Friday, November 17th.

SUMMARIZED MARKET CONDITIONS.

Spot Brazil coffee has been advancing this week as a result apparently of the buying activity on the part of roasters. The local roasters have been quite heavy buyers. Holders of mild grades are firmer in their views, reflecting

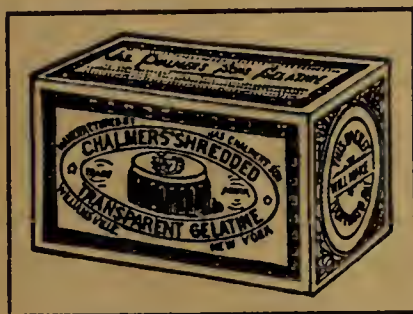
the situation in Brazils, but the demand for the mild grades continues of a routine character.

The tea market is quiet and somewhat unsettled by the agitation of the question of tests. The local importers are plainly dissatisfied with the results of some of the recent tests for colors and are awaiting the results of the representations that have been made to Washington.

Wholesale grocers are buying rice only in a hand-to-mouth way. The distributors are evidently hoping for lower prices from the South, but the mills are showing no signs of weakening.

Sugar is easier. The demand for refined sugar is of a routine character, as the distributors evidently expect that the quotations will be reduced from time to time.

Distributors are not buying tomatoes to any extent. It is said that orders for full standard No. 3s cannot be placed for less than 95 cents f. o. b. Baltimore, and few sellers are willing to shade 80 cents f. o. b. for No. 2s. In corn there is a free movement in the way of deliveries to jobbers on contracts, but little or no new



Nothing but Pure Gelatine

Nothing has ever been found to take the place of the pure, old-fashioned gelatine, like **CHALMERS'**, which takes on any form or flavor that the consumer wants to give it.

CHALMERS' GELATINE is made under the most rigid sanitary restrictions, and from the finest, cleanest raw materials money can buy. For forty years it has been the standard of cleanly goodness.

No gelatine pays a fairer profit to the retailer.

JAMES CHALMERS' SON

WILLIAMSVILLE, N. Y.

H. P. TAYLOR, JR., SALES AGENT, RICHMOND, VA.

business. It is said that considerable corn from the South and Middle West, put up in Maine style, but of poor quality, is seeking a market at concessions in prices, and this has a tendency to depress the entire market for corn. Spot supplies of peas are small and this limits business. Offerings of string beans are light and so is the demand, but prices are firm. Fall pack spinach appears to be in increasing demand at full prices.

In coast prunes the market is firmer. On the spot, however, the market is somewhat unsettled as dealers receiving supplies which they bought earlier in the season at prices below the present quotations are inclined to resell some of their receipts in order to take immediate profits. In making these resales the market prices are shaded a little. California muscatel raisins, especially seeded stock, are irregular. Imported raisins of the finer grade are moving for the Thanksgiving Trade. There is a strong market for currants and an active demand for the new crop of dates that has begun to arrive.

The changes in wheat have driven all large buyers out of the flour market for the time being. The prices of flour have been reduced, but the buying is confined to odd car lots. Spring wheat patents are quoted at \$5.35 to \$5.70 per barrel in wood.

Butter prices are fairly well sustained, but the demand is generally quiet. The surplus stocks of lower grades have been reduced so that there is some hardening of prices in these grades. Storage butter is moving steadily into consumption in a satisfactory manner. Process butter is firm. The creamery specials are quoted at 33 to 33½ cents; extras about 32 to 32½; firsts 29 to 30½.

Eggs have been advancing a little. The receipts of finer grades continue small in comparison with the demand. Storage eggs are moving freely, but holders are not disturbing values by pushing sales beyond what the market will stand. The fresh gathered Western extras are quoted at 34 to 35 cents. Extra firsts have moved up to 30 to 32 cents; firsts, 27 to 29 cents. Nearby white eggs command fancy prices, up to 50 cents a dozen.

FRED. A. MCGILL.

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical and products that are not advertised in some of them are hardly advertised at all.]

November.

PUCK.

Shine-On Metal Polish.
Chiclets.
Pear's Soap.
White Rock Water.

COLLIER'S WEEKLY.

Shaker Salt.
Berry Bros.' Varnishes.
Ralston Wheat Food.
Educator Crackers.
Crystal Domino Sugar.
Sunshine Biscuits.
Creso Grits and Barley Crystals.
Huyler's.
Acme Quality Paints, Stains, etc.
Palmolive Soap.
Lea & Perrins' Sauce.
Heinz 57 Varieties.
Steero Bouillon Cubes.
Occident Flour.
Packer's Tar Soap.
Quaker Oats.
Borden Eagle Brand Condensed Milk.
Gold Medal Flour.

THE OUTING MAGAZINE.

Grape Nuts.
Post Toasties.
Liebig Extract of Beef.

AMERICAN MAGAZINE.

Grape Nuts.
Post Toasties.
Liquid Veneer.
Vitalite.
Electro Silicon.
Sherwin-Williams Paints and Varnishes.
Horlick's Malted Milk.
Cresca Delicacies.
Gluten Flour.
Apenta Table Water.
Wilbur's Chocolate Buds.
Chiclets.
Sunshine Specialties.
Cuticura.
Peter's Chocolate.
Nabisco.
Ivory Soap.
Cream of Wheat.

PEARSON'S.

Cream of Wheat.
Cresca Delicacies.
Nabisco.
Post Toasties.
White Rock Water.
Sapolio.
Fairy Soap.
Pear's Soap.

HARPER'S MONTHLY.

Gold Medal Flour.
Grape Nuts.
Post Toasties.
Electro Silicon.
Apenta Water.
Cuticura.
White Rock.
Occident Flour.
Ivory Soap.
Royal Baking Powder.
Walter Baker & Co., Ltd.
Postum.

EVERYBODY'S MAGAZINE.

Gold Medal Flour.
Campbell's Soups.
Cresca Delicacies.
Grape Nuts.
Horlick's Malted Milk.
Jello-O.
Lea & Perrins' Sauce.
Liebig Extract of Beef.
Nabisco.
Peters' Chocolate.
Post Toasties.
Snider Preserves.
Oleomargarine.
Kellogg's Toasted Corn Flakes.
White Rock Water.
Whitman Chocolates.
Electro Silicon.
Three-in-One Oil.
Apenta Water.
Rough on Rats.
Cuticura Soap.
Ivory Soap.

WORLD'S WORK.

Sapolio.
Chiclets.
White Rock.
Vitalite.
Shredded Wheat.
Fairy Soap.

SCRIBNER'S.

Crystal Domino Sugar.
Apenta Water.
Baker's Cocoa.
Cresca Delicacies.
Grape Nuts.
Horlick's Malted Milk.
Huyler's.
Lea & Perrins' Sauce.
Libby's Food Products.
Occident Flour.
Peters' Chocolate.
Post Toasties.
Postum.
Royal Baking Powder.
Chiclets.
Oleomargarine—Swift's.
Gold Medal Flour.
White House Coffees and Teas.
White Rock Water.
Cuticura Soap.
Ivory Soap.
Pear's Soap.
Sapolio.

PICTORIAL REVIEW.

Cream of Wheat.
Heinz Mince Meat and Plum Pudding.
Campbell's Soup.
Royal Baking Powder.
Post Toasties.
Crystal Domino Sugar.
Nabisco.
Grape Nuts.
Parawax.
Occident Flour.
Knox Gelatine.
Liebig Extract of Beef—Oxo
Bouillon Cubes.
Quaker Oats.
Jell-O.
Karo.
Snider's Catsup—Pork and Beans.

Old Dutch Cleanser.
Cuticura Soap.
Lea & Perrins' Sauce.
Electro Silicon.

ST. NICHOLAS.

Gold Medal Flour.
Fairy Soap.
Sapolio.
Peters' Chocolate.
Kingsford's Cornstarch.
Poast Toasties.
Jell-O.
Grape Nuts.
Ralston Wheat Food.
Borden's Eagle Brand Condensed Milk.
Educator Crackers.
Ivory Soap.
Libby's Products.

SMART SET.

Huyler's.
White Rock Water.
Apenta Water.
Fairy Soap.

LADIES' WORLD.

Gold Dust Washing Powder.
Fairy Soap.
Sunny Monday.
Ralston Wheat Food.
Pearline.
Ivory Soap.
Campbell's Soup.
Nabisco.
Grape Nuts.
Bon Ami.
Armour's Extract.
Old Dutch Cleanser.
Knox Gelatine.
Snider's Pork and Beans and Catsup.
Post Toasties.
Baker's Cocoa.
Steero Bouillon Cubes.
Royal Baking Powder.
Jell-O.
Parawax.
Heinz Mince Meat and Plum Pudding.
Van Camp's Pork and Beans.
Lenox Chocolates.
Electro Silicon.
Pratt & Lambert Varnishes.
Union Cookery Bags.
Kingsford's Cornstarch.
Puffed Wheat.
Parson's Household Ammonia.
Liebig Extract of Beef and Oxo
Bouillon Cubes.
Three-in-One Oil.
Cuticura.
Dromedary Dates.
Acme Paints and Finishes.
Occident Flour.
Sunshine Biscuits.
Diamond Dyes.
Lowney's Chocolates.
Jap-a-Lac.
Liquid Veneer.

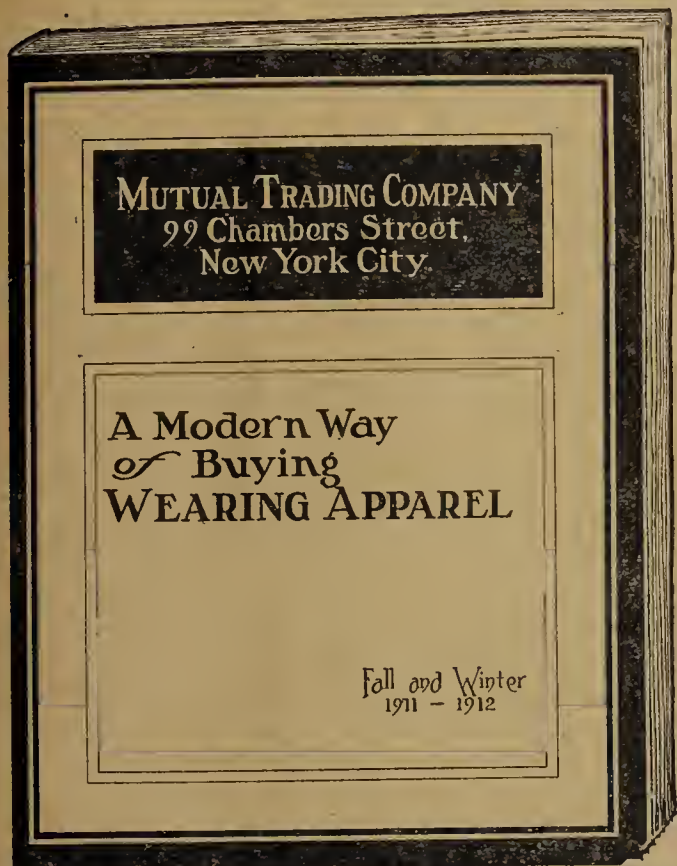
HARPER'S BAZAAR.

Grape Nuts.
Pearline.
Nabisco.
Post Toasties.
Heinz Mince Meat and Plum Pudding.
Old Dutch Cleanser.
Electro Silicon.
Occident Flour.
Wright's Silver Cream.
Cresca Delicacies.
Towle's Log Cabin Syrup.
Knox Gelatine.
Blue Label Catsup.
Baker's Cocoa.
"61" Floor Varnish.
Liquid Veneer.
Gold Medal Flour.

MCCALL'S MAGAZINE.

Van Camp's Pork and Beans.
Parson's Household Ammonia.
Ivory Soap.
Pear's Soap.
Campbell's Soups.
Bon Ami.
Grape Nuts.
Diamond Dyes.
Lea & Perrins' Sauce.
Armour's Extract of Beef.

5,000 Grocers Use This Book



THIS Style Book is especially designed for you to sell goods from and if used freely will make money for you.

Because you are not an established *clothing* dealer do not take it for granted that you cannot *sell* wearing apparel. We have on our books to-day the names of 5,000 Grocers who, up to four years ago, had never even tried to take an order for wearing apparel. The majority are to-day doing a very profitable business in this line.

It is not necessary to invest one cent in stock—all you need do is take orders from this Book and send them to us. We carry a complete stock of all garments listed and ship promptly orders of any size—one garment at a time if necessary.

You can show this catalog to your customers and take orders at the regular printed prices. From these prices you are allowed a trade discount of 50%.

This is a great opportunity for you to make money for the next three or four months. Send for this catalog to-day and receive complete information.

Mutual Trading Company, 97 Chambers St., New York



Put This Display Stand To Work



We'll send it to you *free*. It holds a dozen ten-cent cans of MASON'S BLACK SHINE where your customers can't help seeing them. That means sales. MASON'S BLACK SHINE is superior to all other preparations for polishing shoes, because it gives a lustrous and enduring polish with less effort, and because it does not contain turpentine (turpentine in other preparations is what causes shoes to crack). If you want a fast seller let us

PUT THIS STAND TO WORK

JAMES S. MASON COMPANY

134-140 North Front St.

PHILADELPHIA, PA.



Old Dutch Cleanser.
Quaker Oats.
Ralston Wheat Food.
Uneeda Biscuit.
Union Cookery Bags.
Heinz Mince Meat and Plum Pudding.
Lowney's.
Jell-O.
Steero Bouillon Cubes.
Karo Corn Syrup.
Knox's Gelatine.
Three-in-One Oil.
Liebig Extract of Beef and Oxo Bouillon Cubes.
Liquid Veneer.
Alabastine.
Cuticura.
Packer's Tar Soap.
Rat Biscuit.
Rough on Rats.

NATIONAL MAGAZINE.

Gold Medal Flour.
Sapolio.
Pearline.
Uneeda Biscuit.
Murphy Varnish.
Swift's Premier Oleomargarine.
Baker's Chocolate.
Soapine.
Narragansett Bay Oysters.
Libby's Products.
Old Dutch Cleanser.

WOMAN'S HOME COMPANION.

Parawax.
Minute Gelatine.
Knox Gelatine.
Mapleine.
Procter & Gamble White Naptha Soap.
Vitalite.
Packer's Tar Soap.
Lowney's.
U-All-No Mints.
Parson's Household Ammonia.
Occident Flour.
Horlick's Malted Milk.
Cresca French Olive Oil.
Towle Log Cabin Maple Syrup.
McMenamin's Deviled Crabs.
Steero Bouillon Cubes.
Kitchen Bouquet.
Le Page Glue.
Sherwin-Williams Paints and Varnishes.
Cuticura Soap.
Alabastine.
Rat Bis-Kit.
Liquid Veneer.
Liebig Extract of Beef.
Three-in-One Oil.
Burnham & Morrill's Fish Flakes.
Gold Medal Flour.
Heinz Mince Meat and Plum Pudding.
Ivory Soap.
Ralston Wheat Food.
Campbell's Products.
Shredded Wheat.
Grape Nuts.
Post Toasties and Postum Cereal.
Bon Ami.
Lenox Chocolates.
Karo.
Snider's Pork and Beans, etc.
Quaker Oats.
Electro Silicon.
Wright's Silver Cream.
Burnett's Vanilla.
Educator Crackers.
Union Cookery Bags.
Wesson's Snowdrift Oil.
Fould's Macaroni.
Armour's Extract of Beef.
Old Dutch Cleanser.
Pearline.
Dromedary Dates.
Van Camp's Pork and Beans.
Jell-O.
Uneeda Biscuit.
Sunshine Biscuits.

LADIES' HOME JOURNAL.

Gold Medal Flour.
Ivory Soap.
Old Dutch Cleanser.
Underwood Deviled Ham.
Campbell's Soups.

Nabisco.
Dromedary Dates.
Royal Baking Powder.
Blue Label Ketchup.
Grape Nuts.
Steero Bouillon Cubes.
Quaker Oats.
Wesson's Snowdrift Oil.
None Such Mince Meat.
Chiclets.
Snider's Catsup and Pork and Beans.
Heinz Mince Meat and Plum Pudding.
Sherwin-Williams Paints.
Procter & Gamble White Naptha Soap.
Union Cookery Bags.
Mrs. Rorer's Coffee.
Burnett's Vanilla.
Huyler's.
Kingsford's Cornstarch.
Mapleine.
Occident Flour.
Horlick's Malted Milk.
Le Page's Glue.
Parson's Household Ammonia.
Hormel's Hams and Bacon.
Electro Silicon.
Alabastine.
Packer's Tar Soap.
Parawax.
Wright's Silver Cream.
Puffed Wheat and Puffed Rice.
Liquid Veneer.
Vitalite.
Post Toasties.
Acme Paints, etc.
Knox Gelatine.
Ralston Wheat Food.
Lea & Perrin's Sauce.
Educator Crackers.
Jell-O.
Lowney's.

HARPER'S WEEKLY.

Eagle Brand Condensed Milk.
Napoleon Flour.
Apollinaris Water.
White Rock.
Postum-Cereal.
Grape Nuts.
Post Toasties.
Crystal Domino Sugar.
Kellogg's Toasted Corn Flakes.
Blue Label Ketchup.
Gold Medal Flour.

THE OUTLOOK.

Armour's Bouillon Cubes.
Postum.
Marquise Tea.
Horlick's Malted Milk.
Bon Ami.
Blue Label Ketchup.
Londonderry Mineral Water.
Fairy Soap.
Kellogg's Toasted Corn Flakes.
Gluten Flour (Farwell & Rhines).
Crystal Domino Sugar.
Baker's Cocoa.
Gold Medal Flour.
Ivory Soap.
Lowney's.
Ralston Wheat Food.
Quaker Oats, Puffed Wheat and Puffed Rice.
Post Toasties.
Huyler's.
Sunshine Specialties (Biscuits, etc.).
Chiclets.
Dromedary Dates.
Cresca Delicacies.
Educator Crackers.
Austin's Dog Bread.
Cuticura Soap.
Three-in-One Oil.
Kornlet.
Borden's Condensed Milk.
Apenta Water.
Electro Silicon.
Uneeda Biscuit.

SATURDAY EVENING POST.

Ivory Soap.
Campbell's Soup.
Grape Nuts.
Quaker Oats.
Elastica Floor Finish.
Horlick's Malted Milk.
Sealshipt Oysters.

Johnston's Chocolates.
Lea & Perrin's Sauce.
Vitalite.
Nabisco.
Liquid Veneer.
Lowney's.
Sherwin-Williams Paints and Varnishes.
Snider's Catsup and Pork and Beans.
Occident Flour.
Van Camp's.
Burnham & Morrill Fish Flakes.
Crystal Domino Sugar.
Mrs. Rorer's Coffee.
Educator Crackers.
Lenox Chocolates.
Packer's Tar Soap.
Union Cookery Bags.
Jap-a-Lac.
National Oats.
Mapleine.
Whitman's Chocolates.
Peters' Milk Chocolate.
Dromedary Dates.
Lucky Strike Tobacco.
Le Page's Glue.
Cream of Wheat.
Post Toasties.
Steero Bouillon Cubes.
Sunshine Specialties.
Holland Rusk.
Postum Cereal.
Knox Gelatine.
Heinz 57 Varieties.
Acme Quality Paints and Varnishes.
Fould's Macaroni.
Swansdown Prepared Cake Flour.
Barrington Hall Coffee.
Underwood Deviled Ham.
Karo.
Chiclets.
Beech-Nut Peanut Butter.
Wrigley's Spearmint.

LIFE.

White Rock Water.
Pear's Soap.
Peters' Milk Chocolate.
Crystal Domino Sugar.
Chiclets.
Belle Mead Sweets.
U-All-No Mint.
Maillard's Breakfast Cocoa.
Huyler's.

McCLURE'S.

Apenta Water.
Barrington Hall Coffee.
Blooker's Cocoa.
Cresca Delicacies.
Crystal Domino Sugar.
Gluten Flour.
Jell-O.
Grape Nuts.
Horlick's Malted Milk.
Huyler's Chocolates.
Educator Crackers.
Lea & Perrin's Sauce.
Liebig Extract of Beef.
Nabisco.
Peters' Chocolate.
Post Toasties.
Occident Flour.
Snider's Pork and Beans and Catsup.
Steero Bouillon Cubes.
Sunshine Biscuits.
U-All-No After Dinner Mints.
White Rock Water.
Wilbur's Buds.
Berry Bros. Paints and Varnishes, etc.
Liquid Veneer.
Pratt & Lambert Varnishes.
Bon Ami.
Pear's Soap.
Packer's Tar Soap.
Cuticura Soap.

REVIEW OF REVIEWS.

Campbell's Soup.
Pearline.
Grape Nuts.
Blue Label Ketchup.
White Rock Water.
Apenta Water.
Gluten Flour.
Horlick's Malted Milk.
Cresca Delicacies.

Lea & Perrin's Sauce.
Borden Condensed Milk (Eagle Brand).
Berry Bros. Varnishes.

ATLANTIC MONTHLY.

Peters' Chocolate.
Baker's Cocoa.
Educator Crackers.
White Rock Water.
Electro Silicon.
Horlick's Malted Milk.

GOOD HOUSEKEEPING.

Shredded Wheat.
Sapolio.
Pear's Soap.
Diamond Dyes.
Fairy Soap.
Armour's Bouillon Cubes.
Heinz Mince Meat and Plum Pudding.
Royal Baking Powder.
Baker's Cocoa.
Grape Nuts.
Campbell's Soup.
Post Toasties.
Sherwin-Williams Paints.
Jello-O.
Huyler's.
Wesson's Snowdrift Oil.
Dromedary Dates.
Union Cookery Bags.
Nabisco.
Old Dutch Cleanser.
Cuticura Soap.
Borden's Eagle Brand Condensed Milk.
Bon Ami.
Ivory Soap.
Cream of Wheat.
White House Coffee.
Quaker Oats.
Mrs. Rorer's Coffee.
Ralston Wheat Food.
Crystal Domino Sugar.
Burnett's Vanilla.
Barrington Hall Coffee.
Knox Gelatine.
Underwood Deviled Ham.
Kornlet.
Electro Silicon.
Wright's Silver Cream.
Educator Crackers.
Towle's Log Cabin Syrup.
Lenox Chocolates.
Le Page's Glue.
Pratt & Lambert Varnishes.
Lea & Perrin's Sauce.
Chiclets.
Liquid Veneer.
Parson's Ammonia.
Parawax.
Steero Bouillon Cubes.
Sealshipt Oysters.
Palmolive Soap.
Occident Flour.
Van Camp's Pork and Beans.

Both Norway and Irish Mackerel Short.

Official information as to the catch of mackerel shows that both Norway and Irish are decidedly short as compared with last year. The catch of Norways, including Swedish, totals 56,000 barrels, as against 108,000 barrels in 1910. This year's catch of Irish is 20,000 barrels, against last year's 45,000.

Florida eggplants are beginning to arrive, and average \$2. which is a drop of 50 cents from the very first arrivals. The receipts are increasing, the quality shows up well, and the demand is excellent.

New National Federation of Retailers Formed

Thirty-six States Send Retail Merchant Representatives to Chicago to Organize "The National Federation of Retail Merchants." All Lines of Trade Represented. Only Association Members Can Join. Object is to Protect Retailer from Unfair Legislation and Advance His Interests With Manufacturers, Jobbers and Consumers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, Oct. 31, 1911.

The representatives of various lines of retail merchants who were recently asked by the retail chamber interests to help form a national organization duly met in Chicago on October 18th at the La Salle Hotel.

Mr. M. J. Moloney, of Detroit, Mich., was chosen temporary chairman and T. Arthur Rector, of Kansas, temporary secretary. J. M. Trowern, secretary of Retailers' Association, Dominion of Canada, made an excellent address, talking on the Sherman act and the amendment which they secured to a like act in Canada.

First day was given over to speeches on the "Power of the Trade" and the appointing of committees.

The Credentials Committee reported thirty-six States represented by one hundred and fifty delegates present.

The Committee on Organization consisted of a representative from each business represented.

Committee on Resolutions adopted vigorous protests against parcels post and other like legislation.

Following is the by-laws adopted:—

Article I. Name.

The name of this organization shall be "The National Federation of Retail Merchants."

Article II. Object.

Section 1. To safeguard and serve the interests of all retail merchants.

Sec. 2. To oppose all unjust legislation inimical to retail merchants.

Sec. 3. To promote all just legislation designed for the benefit of retail merchants.

Sec. 4. To demonstrate the necessity of retail merchants to manufacturers, wholesalers and consumers of the United States.

Sec. 5. To co-operate with all other organizations, having for their object the advancement of the best interests of commerce.

Article III. Membership.

The membership shall be confined to retail merchants doing business in the United States who are affiliated with their State or interstate association, and where a National association exists, through their

National association, and who are willing to conform to the Constitution and By-Laws of this organization, and such associate memberships as may be provided for by the board of directors.

Article IV. Officers.

Section 1. The officers of this organization shall consist of a president, vice-president and treasurer and a board of directors, consisting of one representative from each line of trade represented.

Sec. 2. The board of directors shall elect an executive committee of seven members from their body, of whom the president, vice-president and treasurer shall be ex-officio members.

Sec. 3. The board of directors shall have general charge of the business of the federation until such date as may be named for the next annual convention, not later than June 1, 1912, with full power to employ a secretary and such other assistants as they may deem necessary for the furtherance of the purpose of this organization.

Sec. 4. The duties of the officers of this federation shall be such as usually pertain to officers of similar organizations.

Sec. 5. The secretary and treasurer of this organization shall be required to give such bonds as may be required by the board of directors.

Sec. 6. A majority of the board of directors or executive committee shall constitute a quorum for the transaction of business.

Sec. 7. To defray the expenses of this organization the board of directors shall fix a per capita tax not to exceed 50 cents.

Sec. 8. The board of directors shall have the power to formulate such by-laws as in their judgment may be necessary to expedite the purposes of this organization, and submit the same to the first National convention for approval.

Sec. 9. Amendments to this Constitution may be made by the executive committee, such amendments to have the approval of the board of directors and to have the same force and effect as if adopted by the convention, and be binding until the next convention, when they shall be submitted for approval.

The following officers were elected: President, M. J. Moloney, Detroit, Mich.; vice-president, E. C. Robinson, St. Louis, Mo.; treasurer, J. T. Russell, Chicago, Ill.; secretary, J. R. Moorhead, Lexington, Mo.

The officers of the National Association of Retail Grocers decided to withhold comment on the conference at the present time.

JOHN A. GREEN,

Secretary National Retail Grocers' Association.

The Quality, Reputation and Fast Selling Qualities of

Beech-Nut Sliced Bacon
Beech-Nut Hams Beech-Nut Beans
Beech-Nut Catsup Beech-Nut Conserves
Beech-Nut Sliced Beef

and the high standard of excellence that has made the name "*Beech-Nut*" famous are back of



BEECH-NUT PEANUT BUTTER

Every sale made not only means a good profit for you, but it also means a satisfied customer, who will come back to buy *Beech-Nut Peanut Butter* again and again. Great quantities of Peanut Butter are used for sandwiches for parties and school children's lunches.

In airless sealed glass jars only—never in bulk.

If you do not handle Beech-Nut Products ask your jobber about them or write to-day for price list and terms.

Beech-Nut Packing Co.
Canajoharie, N. Y.



Norway Mackerel

FANCY, WHITE, FAT (1911) FALL CAUGHT

Quality never better. Prices moderate

Ample supplies of all sizes—ones, twos, threes, and the popular number fours.

Full weight and count guaranteed.

Accept no substitutes, insist on having Norways, the kind you have always handled.

Order from your jobber to-day.

C. F. Matlage & Sons

335-337 Greenwich St., New York, N. Y.

ALSO

H. A. N. Daily, *The Bourse* *Philad'a, Pa.*



CXXVII.—When a Debtor Can Be Arrested for Debt.

In practically all States imprisonment or even arrest for debt has been abolished. In the old days the debtor who did not pay even an ordinary debt for groceries could be put into jail until he did. Over a half century ago this was recognized as outrageously harsh upon honest, but unfortunate debtors, and the movement abolishing it became general.

And yet there are certain classes of debts on which the debtor can still be arrested, and if he does not furnish bail can be sent to prison. When I say arrested I do not mean upon a criminal process, or in a criminal proceeding at all. I mean arrested as a part of a civil suit to make him pay the debt. In many cases such as those I speak of a debtor can be sued civilly for a debt, the case being begun by his arrest, and can then be immediately arrested again on a criminal process—in other words, on a warrant. The two proceedings are entirely separate and totally different. The civil arrest can never result in anything more than a judgment against the debtor, while the criminal warrant can result in his imprisonment or fine.

The debts in which the debtor can be arrested are those which have been incurred fraudulently, and for such debts the debtor can be arrested on civil process in practically all States.

A debt is fraudulently incurred when the debtor does something when he incurs it to deceive the creditor. For instance, only a month ago a case occurred in Pennsylvania in which a retail hardware dealer went to a jobber and placed an order for a considerable quantity of goods. There had been some rumors about the retailer's credit, and the jobber was inclined to turn the order down. The retailer, how-

ever, gave him facts and figures which showed that he was not only solvent, but was worth about \$6,000 above his liabilities.

The goods were shipped and three weeks after that the retailer failed. There was plenty of evidence that he knew he was going to fail when he made his brave show with the jobber. The latter therefore brought suit to recover the amount due, and began it by having the debtor arrested. The debtor was compelled to give a bond in the nature of bail, which safeguarded the creditor, because it meant getting security for a debt against an insolvent debtor, obviously a very unusual privilege and protection. I mean here that if the creditor gets judgment he can collect on the bond.

In another case the owner of a patent right sold it to a client of my own upon the representation that it was genuine and not an infringement upon any other. Subsequently it developed that the owner of a rival patent had actually won an infringement suit against him two years before. This was clearly a fraudulent debt and the defrauded party therefore brought an action to recover his money, beginning it, as the hardware jobber did, by having the defendant arrested.

In the patent case the defendant was also arrested on a warrant charging him with obtaining money under false pretenses, and he will be tried criminally in an action entirely different from the civil suit.

Sometimes the courts have gone even further than the cases cited above. There is one well-known case in which a man went to a business friend and negotiated a loan—without collateral security—upon the representation that he proposed to devote the proceeds to a certain purpose in which

the lender was somewhat interested. This proved to be a mere blind; the money was devoted to an entirely different purpose, as the borrower intended it to be from the first. The court held this to be a fraud which would warrant the creditor in beginning his suit to recover the amount by arresting the debtor.

A mere expression of opinion is not fraud, however. For instance, a retailer starting newly in the grocery business obtained a line of credit by glowing representations as to what he believed he ought to do in the neighborhood where he had located. His predictions were not fulfilled, he could not pay for his goods, and the jobber tried to force things a little by having him arrested on a civil process. The court refused to allow this, ruling that the retailer had merely expressed an opinion, which did not constitute fraud.

Nor is even a fraudulent failure to pay a debt that was contracted without fraud ground for civil arrest. The fraud must be a part of the original transaction. There are a few exceptions to this rule, however—the States of Maryland, Michigan, Nevada and New Jersey. There the debtor who fraudulently avoids payment of a debt can be arrested in a suit to recover it, but in all other States he cannot. It is well to say also that it must be committed personally—not through an agent, or even through a partner. If an agent, acting for his principal, contracts a fraudulent debt, the principal can be arrested civilly only if he knowingly participates or knowingly receives a part of the benefits. The same rule applies where one member of a partnership contracts a debt fraudulently.

Inducing a creditor to accept worthless collateral security for extending the time of payment is also in many cases held to be fraud which will warrant civil arrest. Giving a bad post-dated check is not, however.

Under laws which exist in practically all States, a debtor can also be arrested on a civil process—remember, this is entirely different from arresting him criminally for the criminal phase of his act—if he conceals, removes or disposes of his property so his creditors can't find it, or if there is reason to believe he is about to do so. The property concealed, removed or disposed of, however, must have been something substantial out of which the creditor could have recovered all or a part of his claim, and the debtor's intent must have been to defraud his creditors.

This fraud is worked in many ingenious and devious ways. A man will cancel a claim, or charge up a debt to profit and loss, which is perfectly good and collectible; or he will sell property to a relative at a ridiculously inadequate price; or he will convey something to his wife on a suspicious indebtedness; or as in one particularly ingenious case, he will sell property and carry the proceeds on his person, thus taking advantage of the rule that money on the person is exempt from execution. In all these cases, and also where a debtor is about to remove from the State without leaving sufficient behind to pay his debts—if his intent was to defraud his creditors—a civil suit against the debtor to recover the debt can be begun by his arrest.

In New Jersey and Pennsylvania a freeholder, that is, the holder of real estate worth a certain amount, cannot be arrested civilly under any circumstances.

Here is a point decidedly worth remembering: The right to arrest a debtor who has fraudulently contracted a debt—which right is a very potential one and often collects the claim when nothing else will—can be lost if the creditor makes any deal with the debtor for the payment of the debt. For instance, A contracts a fraudulent debt to B and is liable to civil arrest. B takes his note for the amount, or agrees to give him time, or makes some other sort of compromise arrange-

ent with him. If the note isn't id, or the arrangement isn't rried out, B's right to arrest A gone. He has substituted a ghteous contract for the fraudulent one.

(Copyright, November, 1911, by Elton J. Buckley.)

Question: W. S. Hostetter, reencastle, Pa.—Some time ago signed a contract with the commercial Reporting and Security Co., of Cleveland, Ohio, copy of which I enclose. They have come me for more money—what shall I do?

Answer.—This query proves, ter an examination of all the pers, to be lacking in necessary formation. The text of the contract which Mr. Hostetter signed as follows:—

I, the undersigned, promise to send to The Commercial Reporting and Security Co., within ten days from this date, the names, post office addresses, and amounts due of twenty or more debtors, who owe me claims, legally due amounting to the aggregate of \$150 or more, and to report at periods of fifteen days, for six times thereafter, all payments, partial payments, promises of payment, neglect of payments as promised, or in case of no payments to report that fact and thereafter as settlements are made. I agree to send with the claims and also with my reports, two 2-cent stamps (or its equivalent) for each unpaid claim of the list. Of the first money (or its equivalent) paid me on said claims, I agree to send the company within five days of its receipt one third, until the sum of \$50 shall have been paid, thereafter 10 per cent., claims secured through attorney or magistrate, 30 per cent. Claims dropped by my orders subject to the same rates.

The company tenders its services for tracing and locating debtors whose whereabouts are unknown to the undersigned, providing the last known address is given and necessary postage furnished for locating. Claims so sent to company must be made out on separate sheets.

The company agrees to send the undersigned within fifteen days of its receipt all moneys collected by it, less the regular commissions.

The company agrees that after the client has conformed to the above conditions, that it will prosecute the collection of all claims listed with it by personal presentation, suit, garnishment or any other proceeding deemed by it advisable, all at the company's expense, using all moral and legal measures advisable to procure and compel settlement, and it further agrees that it will recover in cash or secured settlements within the terms of this agreement, at least four times the amount of the commission paid by client to it or to return to the client the full amount of the commissions paid it or to continue the services of the company until said amount shall have been recovered. In consideration of the above, it is mutually agreed between the parties hereto that if the company fails or refuses to send to the client the amount of the collections as made by it, less the commissions, as above

stated, or if the undersigned client fails or refuses to pay the regular commissions as herein provided or to comply with the above conditions, the party so failing or refusing shall forthwith pay to the other party the sum of \$50, which sum is hereby fixed and agreed upon as the liquidated damages, and shall in no event be considered as a penalty.

It is further provided that the client shall be under no expense to the company otherwise than commissions, as herein provided, and that the company will use its best efforts in effecting settlements of all claims listed with it under this agreement.

It is mutually agreed that no representative has the authority to change or modify this agreement verbally or otherwise, and that this constitutes the sole agreement between the parties hereto.

This is one of the craftiest and unfair collecting agency contracts that I have ever had occasion to pass upon. Before considering Mr. Hostetter's status I want to dissect it a little.

The merchant who signs this contract agrees to place at least \$150 worth of claims with the Cleveland concern. He agrees to supply two 2-cent stamps with each claim (there must not be less than twenty), and to make reports on all of them every fifteen days for three months, sending each time 4 cents in stamps for each one still unpaid.

If he decides to drop any claim he must pay a commission of 33⅓ per cent. if it is one of the first \$150 worth, and 10 per cent. if not.

On the \$150 worth of claims, or any part of them collected, he agrees to pay 33⅓ per cent. commission. On all subsequent claims, 10 per cent., but if claims are "secured through attorney or magistrate" (as they probably all would be), 30 per cent.

The Commercial Company agrees to "prosecute the collection of all claims by * * suit, garnishment or any other proceeding," at its own expense, which looks like something, but the meaning is wholly eliminated from it by the condition that such proceedings shall be taken as seem advisable to the company. This can mean no proceeding at all.

The company makes another even balder bluff when it agrees to collect at least four times the amount of the commissions paid it. This also sounds good, were it not followed by the words "or continue the services of the company until such amount shall have been recovered."



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



The Only Brand Made

¶ If you sell corn flakes or rolled oats, you will find dozens of brands, all about alike.

¶ If you sell Wheatena, you will find no brand that is anything like it. It is a distinctive wheaten food, made from the hearts of wheat, and nobody once eating it can find its counterpart—there is no counterpart. Therefore they must eat Wheatena—and they do.

¶ Instead of distributing the trade among a lot of brands, this means concentrating it on one, and this is exactly the reason why Wheatena has repeated so. It is a most remarkable seller.

THE WHEATENA CO., Rahway, N. J.



MERRELL - SOULE

NONE SUCH

MINCE MEAT

SELLS BEST BECAUSE



Best Quality

Extensively Advertised

PAYS YOU A SPLENDID PROFIT

Make the best of this "Mince Meat Season" by pushing Merrell-Soule None Such Mince Meat because it will sell fastest, please your customers best and pay you most.

Bought by the half-gross at \$5.70 (three packages free), and sold at 10c.; the popular "two-pie" size pays you about 2½c. per package and our extensive advertising insures you a big volume of sales.

MERRELL SOULE @ SYRACUSE, N.Y.



The nigger in the woodpile is the last clause of the fourth paragraph, which provides that if the merchant fails to comply with all the complicated conditions of the contract, he shall forfeit \$50 to the company. Not one merchant would fully keep the conditions of this contract. One of them, for instance, is that the merchant shall report to the company every fifteen days for three months whether any payments have been made or not; in other words, he must report even if there is no reason to. Naturally the average merchant, never a letter writer, isn't going to see the need of writing when there is nothing to write about. Nevertheless, if he doesn't write every fifteen days for three months, reason or no reason, he becomes liable to this \$50 penalty.

This provision would never hold water in court, but without doubt it has been used to extort money from merchants who thought it would. There is some reason to believe that it has been so used with Mr. Hostetter, for I notice a slip of paper among his papers on which the following is written:—

January 18, 1910.

In consideration of the sum of \$10, the within contract is hereby cancelled. W. Scott Hostetter is hereby released from all demands on account of same.

THE COMMERCIAL REPORTING AND SECURITY CO.

By W. R. Whitehead,
Attorney.

I assume from this that the Commercial concern has endeavored to collect the \$50 penalty from Mr. Hostetter, on some pretext or other, and that he has compromised with them for \$10. His query even indicates that they are coming back for more, possibly on the ground that "W. R. Whitehead, attorney," had no authority to compromise. If this assumption is correct, I should absolutely refuse to give them another cent. They have no claim, in my judgment, which is worth two pins.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the

writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be

answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Eat Your Cake and Have It, Too.

Business Insurance of Absolute Security Which Costs Nothing, but Makes Us Money While in Force.

We all buy fire insurance, and it costs us money; yet no sane man will do without it. We all buy life insurance—or we should hustle around and get it quickly—and it costs us money; but is always and ever worth more than it costs. The term "business insurance" is somewhat new, and its forms are various. The life of a valuable man is insured and the business or his business associates are made the beneficiaries, the premiums being paid by the business as regular expense items. Some large concerns buy credit insurance; burglary insurance; liability insurance, etc. All of it is good and usually worth the money paid for it.

But there is one kind of business insurance in which we can all invest; which is the very best of all for us; which costs us not one penny, but, on the contrary, pays us dividends so long as we keep it up; and grows more valuable in hundreds of ways the longer we carry it. I refer to money taken out of our business steadily, as a matter of regular routine, and laid aside in high-grade securities. This is the one way that I know of whereby we retailers can "eat our cake yet have it," but it is certain that in this way we can do just that thing.

Not long ago I reviewed the statement of a merchant who had \$2,500 lying in the bank. He was pretty well heeled in sundry ways

and maybe might figure that he could afford to have that amount lying idle; but, at the lowest reasonable estimate, it was costing him \$112.50 per annum to carry that amount idle. That is \$9.37½ per month. He had his insurance, but he was paying too much for it—he was paying something he did not need to pay. Suppose we allow him \$500 for ready money and see what he could do with the \$2,000 remainder. The \$500 will cost him at the rate of \$22.50 per annum; but the \$2,000 will earn him \$90—and be just as available for all practical needs all the time. And that means \$7.50 per month.

Let us take that \$2,000 and with it buy two-high-grade bonds on a basis to yield 4½ per cent., and put the bonds into our safe deposit box. That is eating the cake to the tune of \$90 per year, steadily coming in, without fuss or anxiety.

But that man may some time want an extra \$1,000 in a hurry for, say, 60 days. All right; he takes out his two bonds, goes to his banker and gets the \$1,000 on that collateral in just a minute. Moreover, in times of "tight money," he can get money on such security when the man holding only gilt-edge, local mortgages of undoubted security cannot get a penny. Why? Because the bonds always have a ready market in the great money centres, while the mortgages have only very limited marketability. That is having the cake, too.

Then, when this man no longer needs the money, he pays off the loan, takes back his bonds and goes back to his deposit box with

them. He has not lost a day's interest—has been eating cake right along—he has not had to sign anything except the note at the bank in the ordinary way—has nothing to sign or unsign when he pays the note; just gathers up the papers and goes his way. It is the same if he wants to borrow \$1,500 or even \$1,800—almost any sum just short of the face of the bonds. If he wants the full \$2,000 he can sell the bonds almost any time for a little more or less than he paid for them. But it is best to manage to get along with just a little less than the face of the bonds, and keep them; because it is a great habit to always have some of these fine securities where you can lay your hand on them.

It is the duty of every businessman, small or big, to provide himself with some of this kind of business insurance.

If you have no ready money laid aside at this writing, begin as soon as you have read this article. Take as little as \$50 and open a savings account with it. Then settle on some amount you will set aside every month, rain or shine, good times and bad—and then do it invariably. Create an imaginary debt which is to be wiped out by monthly payments of \$50, \$75, \$100, \$150, or any other monthly sum; but when you start, stick. Let that be the first monthly bill you pay.

When you have accumulated \$500, look around for a sound bond. Never mind interest; look for security and marketability. If nothing of a \$500 denomination is available which presents these characteristics, buy a 4 per cent. savings certificate and continue as before. When you have \$1,000 buy the first bond.

I have done this myself for years. I know it is good. I am going to write more on this from time to time. If any of you want help or suggestions, write to me and I shall give you points which are the result of several years' personal experience.

Florida green peppers average \$1.50 per half-barrel box, and as yet the demand is not heavy, as there are a few Jersey peppers about yet. The quality of the Floridas is very fine.



FAIRY SOAP



has all that quality can give to make it well liked and all that advertising can add to make it well known.

The satisfaction that comes from its whiteness, sweetness and absolute purity, makes it the *best* soap for you to sell at 5 cents, and our extensive advertising makes it the *easiest* for you to sell.

You can depend on FAIRY SOAP as a lively, steady seller, and a "customer pleaser" every time.

"Have you a little 'Fairy' in your home?"

THE N.K. FAIRBANK COMPANY
CHICAGO



Why you should
SELL A CASE
instead of a can



Have you ever thought of selling your customers a *supply* of VAN CAMP'S PORK AND BEANS instead of a *sample*—a *case* instead of a *can*, at a time? Offer a slight discount and you'll be surprised to see how many will buy this way. It will save delivery expense, turn your money quicker and give you a wholesale outlet at a retail profit. If *you* sell a woman all the VAN CAMP'S PORK AND BEANS she will need for several weeks, you prevent her buying elsewhere. Think it over.

"Our Extensive Advertising Makes It Easy"



VanCampPacking@
INDIANAPOLIS, IND.



THE GROCERY MARKETS

Tea.

The tea market is in a fairly healthy active condition, and holders of good stocks are reporting good business. The general business is very fair. There has been no change in price during the week, but everything desirable is steady to firm.

Coffee.

The coffee market is weaker. The bear raid upon prices has continued, and the prices of all grades of Rio and Santos are probably $\frac{1}{4}$ cent lower than a week ago. Options have also fluctuated considerably, but showed some disposition to advance as the week closed. The Brazil market, under the attack of the bear interests, has broken about $\frac{1}{4}$ cent, but the undertone down there does not seem to have been materially weakened. The present coffee market is very largely speculative, and the immediate future depends on what the speculators are able to do with it. It is reported that the trade is beginning to feel the effect of the general resentment over the high prices. Mild coffees are also weaker in sympathy with Brazils. Mocha, however, is firmer by reason of scarcity. Java unchanged.

Sugar.

The sugar market is decidedly weaker and both raw and refined have declined during the week. Raw sugar has been sold at a decline of 66 points, due to the fact that receipts are now heavier than the supply. Refined sugar has been reduced 20 points by all refiners, and the situation is not strong. The consumptive demand is quiet.

Syrup and Molasses.

Glucose shows no change for the week, nor does compound syrup. The demand is still rather quiet. Sugar syrup is quiet and unchanged. Molasses is still dull at ruling prices. Good old molasses is high.

Fish.

Mackerel is firm and high, and some grades of both Norways and Irish show slight advances. It has developed that the catch of Norways is little more than half

last year's catch, and that the Irish catch is also very short. This will make a firm market throughout the season. Cod, hake and haddock are unchanged and rather quiet, though steady to firm. Salmon is unchanged, the market being strong on the high ruling basis. Sardines, both domestic and imported, are unchanged and dull.

Canned Goods.

Tomatoes rule about unchanged, at 95 cents to \$1 f. o. b. in a large way, according to the holder's ideas. The demand is dull. Corn shows no change, but is fairly steady and in quiet demand. Peas scarce, firm and high. Apples show no change. demand moderate. California canned goods are unchanged and quiet; small staple canned goods in moderate demand at unchanged prices.

Dried Fruits.

Prunes show no change from last week, though holders are not together, some refusing to meet the lower prices on small sizes which certain of their competitors made a week ago. Peaches are strong on the coast, but very dull in secondary markets. Apricots high and dull. Raisins show no change from last week, ruling steady at the last decline. Currants are fairly active at unchanged prices. Dates, figs and citron unchanged and fairly active.

Beans and Peas.

Domestic pea beans are unchanged and strong on last week's basis. The demand is fair. Domestic marrows are about 15 cents per bushel cheaper; demand fair. California limas are 10 points higher than a week ago; demand fair. Green peas are very high and sales have been in a large way during the week at \$3.35 per bushel. Scotch proportionately high. Scarcity is the cause.

Butter.

The butter market shows a very active consumptive demand, and all grades are firm at 2 cents advance over a week ago. The quality of the butter arriving is very good. The present price of

butter is as high as the market has shown for a long time; in fact, sales have been made at the highest price in the record of the sellers. It seems unlikely that the market can go any higher in the near future. This applies to all grades, both solid packed and prints, nearby and Western.

Eggs.

Fresh eggs are very firm and the receipts are being cleaned up on arrival on an average of 2 cents above a week ago. The percentage of fancy butter is very small, and the market is likely to stay where it is as long as that is the case. Stocks of butter in storage are ample, and the price has not advanced in sympathy with fresh. There is a rather wide difference between fresh and storage eggs at present—about 8 cents.

Cheese.

The cheese market is steady and unchanged, and stocks of all grades are only moderate. The consumptive demand is about normal for the season. Storage cheese is reported in light supply, and cheese is firmly held at ruling prices.

Provisions.

There is a seasonable consumptive demand for all cuts of smoked meats, and the market is steady and unchanged. Both pure and compound lard are also steady and practically unchanged, with a fair consumptive demand. Barrel pork, canned meats and dried beef are all unchanged and in seasonable demand.

INDIVIDUAL MARKET REPORTS.

Rice.

General demand for the week has been good, and in some sections and for certain sorts active. Receipts are fairly liberal, and in the main sold from dock or "to arrive," so that additions to spot stock are small. Prices are well sustained in lower mediums and extra fancy Honduras; prime to choice are in better supply, although not over-abundant. Japan sorts are scarce and sold quickly on arrival.

Advices from the South note quiet conditions on the Atlantic Coast. At New Orleans distribu-

tion is fair; quite a bit of speculation has developed. Some buyers looking over the field of supply and demand feel confident that future prices will be higher, and are acting on that belief.

The Porto Rican demand has quickened and large sales have been made for export thither.

Cables and correspondence from abroad note markets firm at recent advances on all deliveries.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Salmon.

The writer has just returned from a two weeks' visit to the Columbia River, Puget Sound and British Columbia. In visiting those sections he saw practically everybody connected with the salmon business, including Alaska packers, and finds that there is positively nothing to offer in the shape of chinooks, sock-eyes, Alaska red or Alaska medium red, and that there is very little Alaska pink unsold. Stocks on hand consist almost entirely of Puget Sound humpbacks and Alaska chums. And when you take into consideration the quantity on hand as compared with the quantity packed it is astounding to find what a tremendous quantity of salmon has been marketed. The total pack of salmon this year will be a record breaking one, several hundred thousand cases larger than any previous pack. We estimate the total 1911 pack as follows:—

Alaska, 3,000,000 cases; Puget Sound, 1,350,000 cases; Columbia River, spring and fall, 500,000 cases; British Columbia, 750,000 cases; outside rivers, 250,000 cases; total, 5,850,000 cases.

Or 600,000 cases more than any previous year in the history of the salmon business. Of this vast quantity of fish packed there is unsold less than 200,000 cases, consisting, as we said before, almost entirely of Puget Sound humpbacks and Alaska chums. Very few Puget Sound cohoes or chums have been packed to date and the outlook is for a short pack of these grades. When you stop to consider that of the foregoing pack 2,500,000 cases are pinks and chums, as against the largest previous pack of these grades of 1,400,000 cases, you will admit that dealers and consumers have at last recognized the value of pink salmon, and you can count on it as being probably the most popular grade of salmon from now on, not only because of the price, but on account of the excellent quality.

The unsold stock of Puget Sound humpbacks is in very firm hands, hence there is no possibility of a decline in price, because everybody connected with the salmon business knows that as next year is the off year no humpbacks will be packed on the Puget Sound. And as 1913 is the big year on sockeyes, packers will have to devote their entire attention to sockeyes, and therefore will have very little time to give to the packing of humpbacks. You will be interested in knowing that Alaska red talls changed hands a few days ago at \$1.75 o. b. coast. We have nothing to offer—and believe everybody is in the same position as ourselves—except pinks and ums and a very few cases of some of the other grades.

Griffith-Durney Co.
San Francisco, Cal.

Evaporated Apples, Etc.

The evaporated apple market holds steady here, and more stock is being shipped out than ever before in the history of the business, but the bulk of it is going to Europe on sales contracted during the summer. The packers are so busy on these contracts that they are not disposed to offer, and this keeps the market steady on a basis of 8 to 10 cents for prime stock (rings), and 8½ to 8¾ cents for choice o. b. in 50-pound boxes.

The qualities this year are very good and this has also had a tendency to stimulate the demand. Raspberries hold steady, but there is not much doing on this article. They are quotable at from 27 to 28 cents f. o. b. in barrels.
C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Holland Herring.—Cables from Holland report a very uncertain market for Dutch herring this last week. After a little spurt towards, prices have settled down again to practically the old basis. The demand continues just about fair, but will likely be stimulated when the real cold weather sets in.

Scotch Herring.—The demand is not as brisk as it has been a week ago, although large fulls are very scarce and prices if any are firmer and higher. Stocks of large fulls are said to be pretty nearly exhausted.

Norway herring are decidedly firmer, especially large fish, which are very scarce, and have taken an upward turn.

Stockfish.—The round fish for the Italian trade is higher and in very good demand and in scant supply. Split fish is very firm and prices somewhat higher than at the beginning of the season.

Anchovies.—Owing to a very poor catch in Norway, prices have

advanced very materially during the last week and, judging from cables received from Norway, anchovies are rather scarce just now. Prices for all kinds of fish in Norway seem to be going higher. We have just had a cable advancing price on fishballs and fish pudding very materially, which shows that haddock and other fish must be rather scarce and high there.

Norway and Irish Mackerel.—There seems to be a little skirmish going on just now between two firms as to the control of the market of both Norway and Irish mackerel. In the meanwhile outsiders are looking on, smiling pleasantly and doing a nice little business. It will be rather interesting to see what the ultimate

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

SHOW THESE ONCE!

Anker's
Bouillon
Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed so in a box; ready for instant use with hot water.

Sole Manufacturers
ROYAL SPECIALTY CO.
92 Reade St. NEW YORK

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

Electrical Helps

A liberal and judicious use of Electricity in the Grocery Store accomplishes an astonishing saving in time and labor; in addition to which the advertising value is positive. A Grocery Store using Electric Meat Choppers, Coffee Grinders, Fans, Refrigerators, Electric Light and Electric Signs, any or all of the applications, immediately serves notice on the public of that store's progressiveness and high class. This is not theory, it is a positive condition. If you are not using Electricity, this is the time to begin.

The Philadelphia
Electric Company
TENTH AND CHESTNUT STS.

We Want to Bid on Your Tea

Tea is high and may be higher, especially low grade blacks. In other words, it's time to be very sure that you are buying to the best advantage.

You can be sure by letting us bid on your tea, so to speak. We sell tea by mail, without adding salesmen's salaries to our cost. In other words, we are first hands on tea, and we will sell you direct.

Send us samples of tea to match and price or let us send you our own samples.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
89 FRONT STREET, NEW YORK

ESTABLISHED 1897



Maybe you saw the Grocer's Sign?

One grocer did a flattering thing the other day. He put a sign in his window reading:

We have other things as
good as Gurnse Butter

This bears out what we have repeatedly said: That a store is partly judged by its butter, and a high grade, absolutely uniform butter like **Gurnse** is sure to be a real advertisement for any store that features it.

Gurnse butter is our own pet product. It is fastidiously made in our own dairies and is the absolute limit of butter quality.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—41 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.
Philadelphia, Pa.

mate outcome will be of this little skirmish.

Imported Oil Sardines.—There is absolutely no change in the situation. There are no French to be offered, because there are none packed.

Norwegian sardines continue to sell elegantly, the only trouble is that fishing does not seem to have been any too good, and Norwegian shippers are asking higher prices for their packing. Portuguese sardines are selling very well, but there is no addition to present stocks, as there is no small fish appearing at the present time.

In France they have been packing just a few sprats, but so small that they would have counted from 25 to 30 fish to the dingley $\frac{1}{4}$ tin and which are not usually liked in this market. Besides, prices were enormously high. Nevertheless, a few have been packed. In other quarters the sprat fishing has not started yet, but is expected to begin in the month of December.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market continues active. The demand is not as great as earlier in the month. Pepper and cloves for future show some weakness, though spot prices are generally unchanged. We look for a very satisfactory business over November and December.

Peppers.—Nearly all recent arrivals have been sold out. Prices are rather steady, though European prices are slightly lower.

Red peppers very firm and in very good demand.

Cloves.—Great scarcity. Spot prices are steady owing to the small supply. Futures are quoted lower.

Pimento (Allspice).—Advices from Jamaica are to the effect that the crop is very small. This spice is much firmer and likely to advance.

Nutmegs very active. Futures are quoted higher. Prices are most likely to advance.

Mace exceedingly scarce. Demand very good.

Cassias generally firm. China grades up to the present time unchanged, though it is freely predicted that owing to the Chinese revolution higher prices are likely. Spot supply here is small. Batavia grades are also in small supply. Ceylon cinnamon is exceedingly scarce and likely to advance.

Gingers.—Prices are very steady. Demand fair. Conditions in India would indicate a small crop of Cochin grades.

Tapiocas very steady with future spot demand.

Seeds, herbs, etc., very active and in good demand. Celery is reported firmer. Coriander, Mus-

tard and Poppy unchanged. Sage and all sweet herbs in fair demand. Marjoram somewhat higher.

McCORMICK & Co., Inc.
Baltimore, Md.

Standard Canned Goods.

The tomato market continues to be strong, and the demand for them last week came from the same markets that purchased them so freely during the last three or four weeks, in addition to others that bought here for the first time since they purchased "futures" last spring. The canners have closed their season, and they are now busy setting their house in order, labeling up the remainder of their goods, and making shipments of the undelivered portion of their contracts. As a rule they have done remarkably well in regard to making deliveries under adverse conditions throughout the whole canning season. No one is hardy enough to claim that the quality of the tomatoes canned this season in the Eastern canning sections, nor for that matter in any other section

of the country, is up to the average quality produced in any ordinary season. Too little rain when it was needed, and too much rain when it was not, with homeopathic doses of the hot sun required to ripen them up at the right time, was the heavy handicap under which the growers and canners labored during the entire season, and they could not overcome it. There are some strictly first-class quality tomatoes for sale here and elsewhere, but they are not abundant. The market looks strong ahead, and further activity is looked for during November, with probably a higher range of prices.

Sweet potatoes were again the star performers in this market, and they advanced to a still higher range of prices with an increasing demand and lighter offerings. How much higher they will go is a problem. The season for canning spinach in Baltimore will end shortly, and there is an excellent demand for it. The remarkable growth of the demand for sweet potatoes and spinach packed here is the cause

of much favorable comment in all sections, and they will be considered among the staple articles hereafter. String beans are stiffening up again and they are worth buying now for the winter and spring trade before they advance. Standard green lima beans, the large flat, pole beans are nearly sold out, and there is a scarcity of the small, bush lima. Pick them up wherever found cheapest. Baked beans, kraut, pumpkin and peas are all active in a small way. The great scarcity and high prices of green peas keep the demand active for soaked peas as a cheap substitute.

There is an increasing scarcity of strictly fancy quality sliced and grated pineapples. As a matter of fact, all the other grades of pineapples canned here are gradually disappearing and the stock left here are ridiculously small. Big business doing here in the new pack of both apples and pears, with an excellent outlook for a continuation of the activity in them. Some very high-class pears are being packed in Baltimore, strictly gold medal quality in any competition, and they are offered at prices that will sell them and cause repeat orders. Buy them if you want fancy quality in No. 3 cans. The apples are well worth attention, too. Small orders for peaches come along almost daily, and the small fruits—berries, cherries, etc., are going out with the other lines.

The quality of the fall pack of cove oysters is excellent, the market is firm, and the demand fair. Shipment and invoicing can be arranged satisfactorily.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Almeria grapes are coming regularly into the market now, but the demand is small on account of the warm weather. The range in price is \$4 to \$5.50 for the best grapes, and as low as \$2.50 for the ordinary grades. The crop is not quite so heavy as last year, but the fruit is coming forward in better condition.

Florida squash is also coming North now, and averages \$1.50 per crate. The demand is slow.

Florida grapefruit ranges from \$3 to \$6, which shows a gradual reduction. Grapefruit will probably be lower, but will likely not be cheap at any time this season.

Chestnuts are plentiful, and the range is \$2 to \$3 per bushel. The demand is large.

Sugar Reaches Turn and Now Points Downward

Supply of Raws Now More Than the Demand, and Price of Raws Drop Over Twenty Points. All Refiners Drop Refined Ten Points. European Plan to Relieve Shortage May Affect 1912 Market.

Without doubt the sugar market has turned the brow of the hill, and is now bent downward. Both raw and refined sugar have declined during the week, and further declines are in prospect.

In a recent issue it was stated that the chief sugar-producing countries of Europe were to hold a meeting on October 29th, which was last Sunday, to consider whether Russia should be allowed to relieve the situation by throwing more of her raw sugar into the market than the European sugar countries had arranged among themselves she should market. They have an arrangement in Europe by which each country shall export so much sugar. Russia has a good surplus of sugar, but she has not been allowed to sell it for export, on account of this arrangement.

The convention was duly held, and adjourned to December 8th, with the intention of getting the consent of the Legislatures of the various sugar States to the

release of some more Russian sugar. The effect of this move, even if made, however, will be felt more next year than this, as we are past this year's squeeze now.

The supply of raw sugar has shown a heavy increase during the past two weeks, and there is now being received more sugar than is being melted into refined. This has had the inevitable effect on the market. Raw sugar has been selling at 5.96½ cents per pound, but it broke rather suddenly to 5.30 cents, a drop of 66½ points. The refiners have followed with refined, and all except the Federal, which was already 6½ cents, dropped 20 points during the week, or to 6.50 cents for granulated. It can hardly be doubted that the market will make other declines, and that prices will gradually assume a considerably lower basis. It would not be unreasonable to expect a decline of 1 cent within the next six months.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Says Germans Have Not Decided Against Benzoate.

New York, Oct. 31, 1911.
To the Editor.

Dear Sir:—In the last issue of the "Grocery World and General Merchant" there is an article by E. J. B., which says in part, perhaps readers hereof notice that Germany recently adopted Wiley's views regarding benzoate of soda. That is not the fact as I understand it. It is true that Washington correspondents have sent this statement broadcast, and that editors throughout the country are writing editorially upholding Dr. Wiley because of the statement that Germany upheld his views.

During the hearings before the committee on Expenditures in the department of Agriculture, however, on August 21, 1911, Secretary Wilson says, "I am told that Dr. Wiley referred to a report of some German scientist as sustaining his views on benzoate of soda and which antagonizes the report of the Referee Board. The facts, as I get them from the State Department, are that two German doctors examined the literature on the subject, and without conducting any experiments, concluded that the benzoic acids and salts in the preservation of foods should not be permitted. The report, according to our consul in Berlin—you will notice we have gone far afield to get the facts—has not been adopted by the Prussian authorities. On the other hand, the Imperial Health Board, which has authority in the whole empire, has been conducting work for three years on the question and has made no report thus far. When the report of the Imperial Board is received it will be worthy of consideration."

This will show you that the press reports in reference to the German Government's report are not authentic.

Yours truly,

H. L. HARRIS.

An Experience in Baling Waste Paper.

Shamokin, Pa., Oct. 29, 1911.
To the Editor.

Dear Sir:—Answering the query, "What is waste paper worth," we bought a baling machine just one year ago and the best price we could get for our baled waste paper was 32½ cents per cwt., delivered to factory,

freight being 14 cents per cwt. on same. We sold during the year \$12.50 worth of waste paper, less freight on same \$5.25, leaving us but \$7.75 on an investment of \$75 for the machine. Of course this never paid for the investment. Our advice is for merchants not to buy a baling machine as an investment, although we are not sorry that we bought the machine, as we bale all our waste paper as fast as it accumulates in and around our store, keeping our place clean and free from danger of fire. Formerly we had to gather our waste paper every day and burn it up, which caused a lot of smoke and bad smell and kept us cleaning up every day, while now we have the benefit of having our premises continually clean.

Yours very truly,

M. J. HAILE.

Another Report on Retail Coffee Sales.

Hoopeston, Ill., Oct. 25, 1911.
To the Editor.

Dear Sir:—The falling off in retail coffee sales I attribute largely to the agitation caused by the "pure food laws." If people will insist on pure goods they should realize that these useless investigators and chemists do not work for nothing or for the "Dear Public," but for the dollars in it for them, and the public or consumer must foot the bill.

Consumers naturally blame the retailer and think he is making 100 per cent., when to-day he is obliged to sell at a closer margin than ever many goods that people have always paid a certain price for, costing him at least 25 per cent. more, yet he cannot sell for more, and there are no cheap goods that one can get that will pass the "inspection."

I have sold goods of all kinds for years and am pretty well assured in my own experience that the above is largely the cause.

Yours truly,

FRED. D. NEWLAND,
The Split Dollar Store.

Still Another.

Brandon, Vt., Oct. 26, 1911.
To the Editor.

I think we are selling less of cheap coffees, but see no difference in amount of high grade coffees sold.

F. L. Smith.

Continuous Service

The popularity of the products of the National Biscuit Company and their great sales are due to continuous quality and continuous service—National Biscuit Company products are always dependable. They are always up to sample. Every package is like every other package.

And this quality-reliability is vastly to the profit of the dealer. It means continuous demand and a continuous service to supply that demand.

The extensive distributing service of the National Biscuit Company extends from coast to coast. It means a constant supply of all the products of the National Biscuit Company to every part of America.

Is your store a part of this continuous service? Do you enjoy your share of the goodwill accorded to National Biscuit products?

**NATIONAL
BISCUIT
COMPANY**

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia



MAPLEINE

The Flavor de Luxe

**SELLS
SATISFIES**

and

SELLS AGAIN

Order from your jobber or

Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

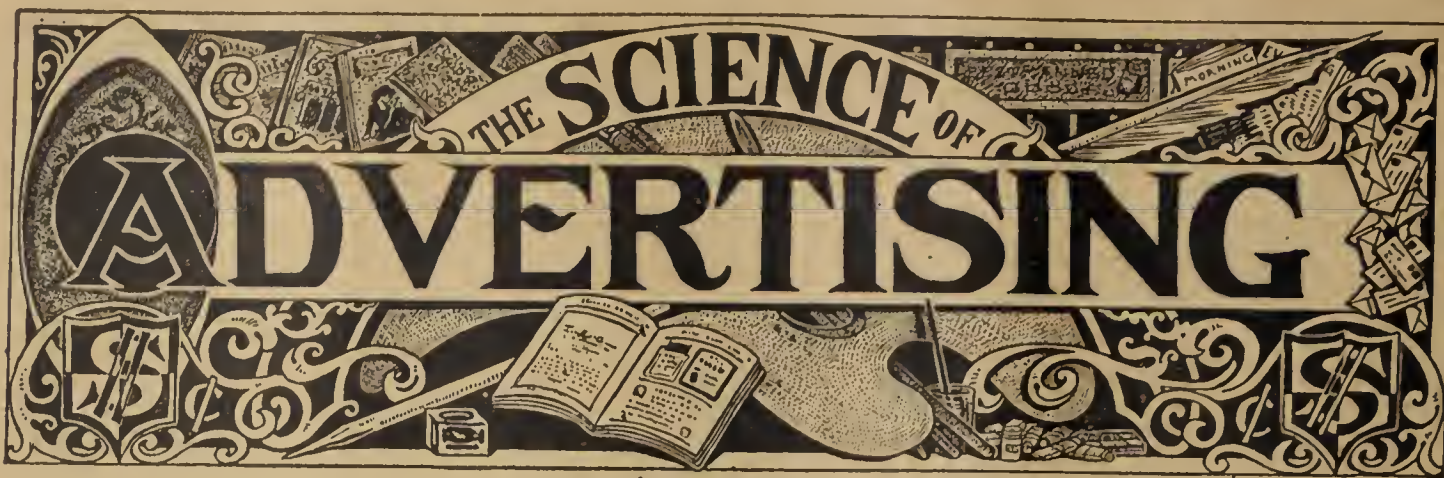
TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia



The Spot Cash Supply Co., of Taylorville, Ill., sends in a large circular which it used in a special October sale. It was a very large sheet—15 x 22 inches. The much-reduced reproduction appears below:—

premiums thrown in. That being so, I suppose this form of circular can be depended on to get results in Illinois as well as anywhere else. It is not a style of advertising that I think very much of—I don't like unsupported price-

with a bargain sale. I notice quite a number of typographical errors in this circular which always stir me up—I see no reason for them at all, for they are almost invariably a sign of carelessness in the printer. Take the

without an apostrophe. Scattered through the whole sheet are other errors just as careless and just as inexcusable. Unless you're very sure of the printer, it never pays to leave the proofreading to him—it is always better to do it yourself. I also notice something which indicates that the printer has run out of material. In several places where he should have used ciphers he has used small o's, which make the job look very bad. This must be a pretty sloppy kind of a printer and if I were the Spot Cash Co. I should talk to him like a Dutch uncle.

This concern seems to be considerable of a live wire. Many another grocer or general storekeeper could use this railroad fare refund plan to get out-of-town business. It is a splendid advertising plan and can almost always be depended on to bring in trade.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Pennsylvania News Items.

Robert L. Hooven, secretary and one of the directors of the Hooven Mercantile Co., with headquarters at 6 Harrison street, New York, died on October 10th at his home in Englewood, N. J. He had been ill for about a year suffering from hardening of the arteries. Mr. Hooven was born in Beaver Meadows, Pa. With his brothers he established the firm in 1882 and for a number of years was manager of one of its branches in Pennsylvania. He came to New York to become secretary of the company. He was a Mason. He is survived by his wife and four children.

Cranberries are firm, and the best Cape Cods rule at \$8.50, with some holders asking \$9, which they will likely get. This means \$2.75 to \$2.90 per box. The demand is good.

TOWN TOPIC

TOWN TOPIC SALE NOW ON

Buy your Groceries in Taylorville. We refund railroad fare on all purchases over 15 Dollars—sugar excepted—if you live within 25 miles of our store. Come see us at our expense.

THIS IS THE MUCH TALKED ABOUT "TOWN TOPIC" SALE. IT IS PUT ON TO CELEBRATE OUR SEVENTH ANNIVERSARY IN THE CITY OF TAYLORVILLE, DOING ABSOLUTELY A CASH BUSINESS. NOBODY OWES US A DOLLAR. WE HAVE DONE FOR THE PAST TWO YEARS ABSOLUTELY A CASH BUSINESS. WE BUY OUR GOODS IN QUANTITIES AND FOR CASH AND WE PASS THEM ALONG TO YOU FOR CASH WITH A VERY SMALL MARGIN OF PROFIT, WITH NO CHARGES TACKED ON FOR GOODS SOMEONE GOT AND FORGOT TO PAY FOR.

Sale Starts SATURDAY MORNING, OCTOBER 14, and Will Continue for 7 Days
Closing Saturday Night, October 21

IT IS GOING TO BE PROFITABLE FOR YOU TO DO YOUR FALL-GROCERY BUYING DURING THIS SALE. SEVEN DAYS OF THE GREAT-EST SAVING OPPORTUNITIES YOU HAVE EVER KNOWN IN GROCERY BUYING. WE HAVE CLIPPED PROFIT FROM ALL PRICES, HAMMERED THEM DOWN TO THE LOWEST NOTICE, SLORED THEM INTO FRACTIONS. IT IS YOUR CHANCE—DON'T MISS IT. NO WONDER WE CALL IT OUR "TOWN TOPIC" SALE. PRICES QUOTED WILL SET THE ENTIRE COMMUNITY TALKING AND CAUSE A LIVELY STIR. YOU AND YOUR FAMILY NEED MANY OF THESE GOODS. BUY THEM NOW WHILE THIS "TOWN TOPIC" SALE IS IN PROGRESS. REMEMBER, OUR GOODS ARE OF THE HIGHEST QUALITY. ONLY THE PRICES ARE LOWERED. THE TIME IS NOW, HERE WHEN YOU MUST LAY IN YOUR WINTER SUPPLIES. RATHER THAN BUY IN SMALL QUANTITIES, SUCH AS YOU NEED FROM DAY TO DAY, WE ADVISE PURCHASING IN LARGE LOTS IN THAT WAY YOU GET THE BENEFIT OF WHOLESALE PRICES AT RETAIL THEN ADD TO THIS THE SAVING OF THE SPECIAL PRICE WE NAME DURING THE "TOWN TOPIC" SALE, AND YOU WILL UNDOUBTEDLY RECOGNIZE WHAT A GREAT BARGAIN THIS EVENT IS.

Best Corn Starch, 6 lb. packages for Baker's Chocolate, reg. 25c each, 3 cakes for Fancy Yellow Sweet Potatoes, per lb.	29c 38c 3c	5 pounds Best Bulk Starch 10 pounds Navy Beans Best Soda Crackers per lb.	17c 55c 6c	Fancy Macaroni or Spaghetti, 3 lbs. for 25c, per box 10 bars Lenox or Swift's Soap Per box, 100 bars 6 lbs. absolutely pure Lard you never bought better	95c 35c \$1.25 58c	10 lb. boxes Soda Crackers, per box 25 lb. large Rolled Oats 5 gal. purest Coal Oil for	70c 95c 40c	60 lb. bags Big Four Flour \$1.20, per bbl. 4 bags 5.00 Best Flour to Eat Picnic Hams, mild sugar cured, 10 lb. average, per lb. 50 lb. bags Golden Rod Kansas Patent Flour \$1.35 Per bbl. 4 bags \$5.40	11c 11c 11c
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SYRUP SPECIAL

Soowflake Flour, 48-lb. bags, makes a wholesome loaf of bread, bag, \$1.15

Gal. Red Syrup 35c
Gal. White Syrup 40c
Gal. Pure Maple Syrup \$1.35
Half gallon 70c
Quart 40c
Pure Sorghum, gal. 75c

EVAPORATED MILK

8 large cans 25c
Per doz. 2.80
6 small cans 25c
Per doz. 2.80
Van Camp's Milk, the very best.

BEST SODA CRACKERS

Baked in boxes of about 20 lbs., per lb. 06c
10-lb. half sized boxes
Best Crackers, per box
Van Camp's Milk, the very best
2 lbs. Ginger Snaps 15c

WINTER POTATOES

We have contracted for and have due to arrive between Oct. 15th and 25th, 2 cars fancy Minnesota Burbank Potatoes. These potatoes will do to put away for winter. Give us your order for your winter needs.
3-ba. lots, at per bu. 90c

OLIVES AND OLIVE OIL

Reg. \$1.00 bottles absolutely pure Olive Oil 80c
Reg. 20c bottle Olive Oil 15c
Quart Mason Jar, Pickles, sour or rich 22c
Salad Oil, per bottle 10c
Wesson's Salad and Cooking Oil, 25c can for 22c

STARCHES AND CEREALS

10 lb. bulk Starch 35c
10 lb. whole grain Rice 50c
10 lb. Fancy Head Rice 60c
10 lb. Navy Beans 55c
10 lb. Navy Beans 55c
10 lb. Fancy Bulk Oats 40c
2 pkgs. Indian Corn Flakes 15c
2 pkgs. E-C Corn Flakes 15c
Wishbone Pan Cake Flour, three pkgs. for \$1.00
3 pkgs. Macaroni or Spaghetti, per doz. 25c
Per doz. 25c
Per doz. 25c
5 lb. bottle Chick Feed 25c
10 lb. Big Scrub Feed 25c

COFFEE, TEAS AND EXTRACTS

5 lb. pails Wishbone Coffee, \$1.10
6-lb. pails, Ken's Fancy Brand \$1.10
Regular 30c quality Kaffeeleaf Coffee, 5 lb. for \$1.40
Regular 35c quality Planter's Roast, nothing finer, 5 lb. for \$1.50
Regular 25c quality Merida Coffee, 4 1/2 lb. for \$1.00

MISCELLANEOUS

5 gal. Coal Oil 40c
2 25-cent cans Callaway's Baking Powder 50c
Fancy bulk Coconut, per lb. 14c
2 25-cent cans Baker's Chocolate 35c
2 1/2 cans Baker's Cocoa 25c
1-lb. cans Calumet Baking Powder 25c
1-lb. cans Borden's Baking Powder 25c
4 pkgs. Cow Soda 25c
Per doz. pkgs. 70c
Horseshoe Tobacco, per lb. 45c
Keeler's English Marmalade, jar 25c
3 3-cent sacks Salt for 10c
Fancy Red Cinnamon, per qt. 10c
Fancy Yellow Sweet Potatoes, per lb. 08c

CANNED GOODS

3 cans Sugar Corn for 25c
Per doz. 2.80
3 cans regular 2 for 25c Country Goodness Corn for 35c
Per doz. \$1.20
3 cans Kidney Beans 25c
3 cans Sauer Kraut 25c
3 cans Old Fashioned Hominy 25c
4 cans String Beans 25c
6 cans Fancy Red Ripe Tomatoes for 60c
6 cans Early June Peas for 60c
3 cans Baked Beans for 25c
J 25-cent cans White Horse Apples 85c
3 35-cent cans White Horse Lemon Cling Peaches 75c
3-lb. cans Fancy Table Peaches 15c
3 25-cent cans Sliced Pineapple, for 50c
Bon Ton Peas 15c quality, 8 cans for 15c
No 3 cans Cost Mark Peas, two for 35c
No 3 cans Cost Mark Apricots, two for 35c
6 cans Oil Sardines 25c
3 cans Mustard Sardines 25c
Large jars Peanut Butter 10c
35c Quality California Sliced Peaches 27c
1-lb. cans Sliced Peaches 08c
No 2 cans Oysters, Peacecock brand 10c

TEAS

Withbone 1-lb. pkgs. Imperial or Gunpowder Tea, regular 75c quality, 1-lb. pkgs. for 40c
25-cent bottle Lemon or Vanilla Extract for 15c

HAMS AND BACON

Picnic Hams, 10-lb. average, per lb. 11 1/2c
Reg. Sugar Cured Ham, per lb. 11c
Swift's Light Breakfast Bacon, per lb. 22c
Medium Breakfast Bacon, by the piece 18c
Per lb. cut 20c
5 lb. Absolutely Pure Lard, 5 lb. 50c

FISH

10-lb. pails Lake Herring or White Fish 70c
10-lb. Pails Mackerel \$1.25
3 25-cent cans Red Salmon for 22c

CHEESE, CAKES & CRACKERS

7 pkgs. Lilly Flakes 25c
4 pkgs. Crespo Crackers 15c
No 3 Cartoons Soda Crackers 20c
2 lb. Ginger Snaps 15c
Fancy Pie Bars, per lb. 10c
Assorted Cakes, a big lot, 2 lbs. for 35c
Fancy Biscuits, per lb. 18c
Fancy Full Cream Cheese, per lb. 18c

SOAPS AND LYE

10 bars Swift's Pride Soap 35c
Per box, 100 bars \$3.25
10 bars Lenox soap 35c
Per box, 100 bars \$3.25
10 bars Maple City Soap 45c
10 bars Nanny Monday 45c
10 bars Fluke White Soap 45c
10 bars Pella Napsin Soap 45c
1 extra Lewis Lye 25c
Per doz. cans 94c
2 10-cent cans Swift's Pride Cleanser 35c
3 5-cent bars Mince's Yaw Soap 10c
Lena Oil Soap, 8 bars in box, 20c
Triply Soap, 3 bars 25c
Per doz. bars 90c
Rogers' Castile Soap, 12 bars in box, per box 45c

SUGAR AND FLOUR

25 lb. Granulated Sugar (with each \$5 grocery order) \$1.60
14 lb. Granulated Sugar \$1.00
100-lb. bags Cran Sugar, \$6.90
Prices on Sugar absolutely not guaranteed.
50-lb. bags Big Four Flour, \$1.30
Per bbl., 4 sacks \$5.50
50-lb. bags Polar Star, the finest flour milled, all spring wheat, per bbl., 4 bags \$6.25
50-lb. bags Golden Rod Kansas Patent Flour \$1.25
Per bbl. 4 bags \$5.00

COUPONS GIVEN WITH ALL PURCHASES (SUGAR EXCEPTED) REDEEMABLE IN PREMIUM GOODS OR IN MERCHANDISE. ASK FOR THEM.

Spot Cash Supply Co.

Next Door to First National Bank Taylorville, Illinois

It looks as if this sale ought to be attractive—railroad fare refunded, cut prices and coupon lists—but if they ever succeed in bringing results it is when they are used like this—in connection with a bargain sale. I notice quite a number of typographical errors in this circular which always stir me up—I see no reason for them at all, for they are almost invariably a sign of carelessness in the printer. Take the

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Be An Educator.—You're one of the few for that matter. Every man and woman that sells goods in a grocery store in this country and that knows his or her business is doing a great, good work. To do that work you must be able to demonstrate that a Formosaolong tea at 50 cents is cheaper than a Foochow at 30 cents. That a pound of dried limas at 8 cents is cheaper than a can of baked limas at 12 cents. Same with peas. That a broom at 45 cents will outlast two at 30 cents and in the meantime do 50 per cent. better work. That pure lard will go farther, last longer, smell sweeter and add twice the pleasure to eating than that of compound. That the "bargain" 5-cent bread, as a rule, dries up overnight for lack of sufficient shortening and a total lack of fresh milk. That pure butterine at 22 cents is better and cheaper for cooking purposes than a third-rate pure butter at 28 or 30 cents. You are the follow-up system of this great Food Educational campaign. It's you that emphasizes the writers and the laws. And it's up to you to keep in touch with all reform food questions confirming them and encouraging them day by day.

The Matter of Shaved Beef.—Very likely other stores may sell this for 5 cents per pound less than yours. But yours is better shaved. The slices are more even, thinner, larger, and above all the meat is cut from the tenders, not the outsides which gives the customer meat without a particle of waste.

The Flavor of 15-Cent Peaches is just as good as the 25-cent. But every woman must know how to prepare them. They must be heated in a saucepan and sugar must be added. Certainly they don't look as handsome either in form or color when served. But the goodness of the fruit and the naturalness of flavor are there. In sell-

ing these peaches be careful to speak of this.

Plum Pudding Isn't For November or December only. We still have the old-fashioned notion that this article should be put before people during the holidays and then hurried back to the stock room the first of January. No such thing. Every now and again, the year around, let them have it. It's largely our fault when plum pudding isn't recommended, when we take an order for a roast chicken whether in July or January.

Using a Three-Foot Show Case.—What do you often see in a three-foot counter show case? A conglomeration of stuff put in helter-skelter. Go to work and fill it with rice one week, loose cocoanut the next, salted peanuts the next, barley, scrub brushes, whisks the next and the next. One thing in that case at a time will be twenty times more effective than a dozen things.

SALESMEN WANTED

Trained Salesmen earn from \$1,200.00 to \$10,000 a year and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions.

Address Nearest Office, Dept. 244
National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice



No. 42 Cuspidor—6½-inch

THIS CUSPIDOR

in hand-painted colors, at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50, plus the freight. The PETERS & REED POTTERY CO.

ZANESVILLE, OHIO

LOWNEY'S COCOA

MAKES

HEALTHY, HEARTY
CUSTOMERS

Who consume more groceries than drinkers of tea and coffee do. You may make more money at first on tea and coffee. In the long run it will pay better to sell cocoa.

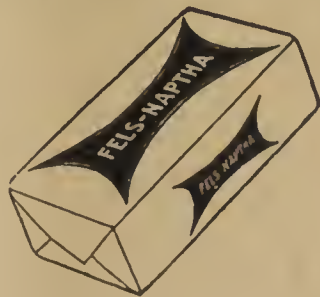
Wholesome and Appetizing



The wonderful

success of "Fels-Naptha" soap is due to its fulfilling the every-day requirements of a practical test; either on the coarsest and dirtiest fabrics, or on the finest and daintiest laces.

This easy Fels-Naptha way is your customers' for the asking.



THE STROLLER'S COLUMN



Myself As a Hero.

Say, I'm a hero! That's right, I'm one of 'em, and I'm ready to be crowned queen of the May.

I knew if I lived long enough I'd have a chance to show the stuff I had in me, and the time has come and I showed it.

Why I believe my wife was prouder of me that night than she ever was before. She almost kissed me.

Now don't butt in and get all feazed up. I'm going to tell the story when I get good and ready. Ain't I got a right to keep a secret? I don't often get a chance to talk complimentary about myself, and when the chance comes I'm a-going to—what? Oh, all right, since you ain't got any more patience than little Tommy, I'll go ahead.

It was the high cost of living that did it. You fellows have seen in the papers where people were clubbing together to buy stuff wholesale—maybe some of 'em have done it in your own town; I know they have in some places where I've gone.

Last week I was home for a day or two, and one night when I was sitting with my feet up smoking a good one somebody rang the bell and in came a woman that my wife said she knew down at the church. Her name was Arthur. I didn't know her, so I had to take my feet down and let the pipe go out for fresh air. It's great how careful my wife is of that pipe. When anybody comes in that's sort of strange she insists on my putting it out so the people won't misjudge it and think it's coal gas.

After Mrs. Arthur had got acquainted and talked about just thirty-four different things, she let out why she came.

"Do you want to join our grocery buying club?" she said.

That sounded at home to me, so I asked her what it was.

"We're going to get twenty-five families to put their orders together and buy at a less price. We have fourteen now, and you'll make fifteen, if you go in. Why there's no end to the money we can save by it! We can get all sorts of canned goods, and coffee and tea, and flour and everything that comes in packages—sugar—oh, nearly everything. My brother is bookkeeper in a wholesale tea house, and he knows all about tea. He says we can buy the same tea we pay 20 cents a quarter for, for 35 cents a pound if we'll buy enough. George and I figured out last night what we can save, and it amounted to nearly \$2 a week! The only thing is, you've got to pay cash for the goods when you get them."

"How'll they be delivered?" I asked.

"We thought they could be delivered somewhere all together, and each one could get a boy with an express wagon to go get his."

"That sounds all right up to date," I said, "but where are you going to buy your stuff?"

"Why, we'll go to a wholesale house. They'll be glad enough to sell to us and get the money right off."

"I ain't so sure of that," I said, "the retailer might get after a wholesaler who sold you. Have you sounded anybody yet?"

"Not yet," she said, "but I am sure we can do it."

"Well, take your brother the bookkeeper in the wholesale tea house," I said, "will he get you the tea?"

"He said he could, but his firm was very high-priced, and he'd tell me confidentially where we could buy our tea cheaper than we could from him."

I grinned inside of me. Little brother sure is some chap for keeping out of trouble.

"Well, as I see it, you won't be able to place your orders," I said. "That'll be the big stumbling block. If you can buy the goods there's no reason why the thing shouldn't work."

"If we can buy the goods at wholesale will you go in?" she said.

"No," I said (and here's where I got to be the hero), "I won't. I couldn't do such a thing. I make my living selling to the retailers you're working to cut out, and it wouldn't be fair."

"Of course if you feel that way about it," she said, "although I think everybody ought to think of himself first."

"I'll tell you what I'll do," I said, "as soon as you find a wholesaler who'll take your orders you bring his name to me and I'll see about it."

You can bet I will see, too. And if I see you'll see. But she won't find anybody. I don't believe there's a wholesale grocer in Philadelphia who would dream of selling a big order like that to consumers. Even if they had no principle about it they wouldn't dare to for fear it would get out. Not on your life—I feel mighty sure of it.

But wasn't it a great thing to turn down a chance to make \$2 a week, just like that?

Now I'll tell you. Even if these people—and dozens of 'em are doing the same thing everywhere—don't find a jobber to sell 'em, we're in danger of losing this business all the same, for they can get their stuff through any big retailer at less than they pay you. Of course he's got a right to sell 'em, and he would, too—just as soon as look at 'em.

I know at least three retailers who are meeting the thing half way. They make a price on twenty-five pounds of tea or fifty pounds of coffee, and

it shows a big saving over the regular retail price and still leaves 'em a profit.

It does another thing that's even bigger. It keeps the business from going somewhere else.

THE STROLLER.

Inspectors Say New Jersey Canning Factories Use Bad Materials.

Tomato canners in New Jersey are aroused at the charges made against them by inspectors representing the State Board of Health. The inspectors reported that in their visits to canning factories they found that bad fruit and vegetables were being used along with the good, and that the latter therefore became contaminated, making the whole product unfit for food. The Board proposes to make an investigation of the canning industry in New Jersey, and in accordance with this plan a conference with the canners will be held at the State House at Trenton on Friday, November 17th. All canners in the State are invited to participate and express their views, the following invitation having been sent them:—

During the past three months a considerable number of inspections by representatives of the Division of Foods and Drugs of the New Jersey State Board of Health have been made of canning factories. These investigations have included examinations of the stock used, method of handling and sanitary conditions in general. Under authority contained in Chapter 217 of the Laws of 1907, the State Board of Health has the power to condemn food products made from filthy, decomposed or putrid materials, and under the provisions of Section 11 of Chapter 231 of the Laws of 1909 the State Board of Health is empowered to make rules and regulations for the enforcement of that act. Because of certain difficulties in the way of adopting rules which would satisfactorily meet different conditions in different localities, the Board is desirous of holding a conference with those persons engaged or interested in the canning business for the purpose of obtaining further information regarding the conduct of such business in this State.

Globe Association President Acquitted.

Alfred H. Monroe, head of the \$500,000 Globe Association, of Chicago, a co-operative grocery sales concern, has been found not guilty of using the mails to defraud by a jury in the United States District Court. The Government charged that Monroe advertised for agents and then failed to fulfill agreements with them.



Concord Grape Display.

Concord grapes are very plentiful now. The merchant who handles them will find this display a great help. After receiving a large shipment of them, this suggestion should appeal to him; it will help him sell twice or three times the usual quantity he had sale for. To arrange, build an arbor—make one at each side of the window in the rear. Leave an opening in the centre like a doorway. Now fasten some



is across the top from the rear over to the glass in front and place one crosswise on top of these. It will not be necessary to nail them, a little cord at each end tied to the one underneath will hold them in place. This finished, get some vines from a grapevine, if possible, but should these be not obtainable, use artificial ones. Cut leaves from green crepe paper, tie them on here and there, and with a little cord tie two or three bunches of grapes together to look like an immense bunch and fasten them at every cluster of leaves. Having the arbor complete, arrange the bottom. Cover it with green crepe paper. Along the front, in the centre, place a large basket with loose grapes. Make the sides of the basket sham, filling it to the top with paper, boxes or grapes, and then pile some loose grapes on the top, letting some hang

over the edge. At each side place small baskets with the lids off. Place a large, neat sign card in the centre, in the rear, with prices of the grapes and at each side place several rows of baskets, like in illustration.

Buckwheat Flour Display.

Hot buckwheat cakes and honey will be a favorite dish for breakfast from now on. This is a neat window display of these much used articles. To arrange, first cover the bottom of the window with crepe paper—a dark color shows up the flour and packages best. In the centre, in front, place a semicircle of honey in combs and in bottles. At each side place semicircles of the different size packages of flour. Cover a box with the crepe paper and letter like in illustration and



place in the centre. Place a large pile of the loose flour on top and also a price tag. Back of this build a large pyramid of syrups in cans and at each side, in the rear, build a pyramid of flour in twelve pound sacks. Arrange some of the crepe paper, curtain effect, in the rear, suspend a large, neat sign card, with lettering like in cut, and the window is complete.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington, D. C., report the grant this week of the following patents:—

Washington, D. C., October 17, 1911.
1,005,820. Display fixture. J. N. Cox, Seattle, Wash.
1,005,956. Bag holder. F. Gibbins, New York, N. Y.
1,006,178. Commodity cabinet. J. H. Ely, Chicago, Ill.
1,006,241. Safety sack fastener. H. L. Spert, Johnstown, N. Y.

1,006,175. Preservation of meat. P. A. F. Appelboom, Rotterdam, Netherlands.

Washington, D. C., October 24, 1911.

1,006,760. Apparatus for treating coffee beans. L. Klein, Strassburg, Germany.

1,006,834. Merchandise display rack. A. T. Edwards, Oklahoma, Okla.

1,006,886. Tea and coffee pot. A. H. Spitzig, Detroit, Mich.

1,006,913. Process of producing cocoa powder and cocoa butter. H. E. Cooke, Jr., Chicago, Ill.

1,006,928. Meat block attachment. L. D. Frazier, Tonkawa, Okla.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 51,804. "Gold Dollar" for wheat flour. R. C. Blancke & Co., New York, N. Y.

Ser. No. 56,276. "Arbor" for canned goods. Dean & Co., Ltd., Ann Arbor, Mich.

Ser. No. 57,392. "M. & S." for chocolate candies and sweet chocolate. M. & S. Cocoa and Chocolate Co., Jersey City, N. J.

Ser. No. 56,882. "Charm" for spring wheat flour. H. A. Holdridge Co., Lima, Ohio.

Ser. No. 52,351. "Lusitania" for canned goods. R. C. Williams & Co., New York, N. Y.

Ser. No. 49,999. "Lotus" for wheat flour, etc. Courtney & Co., Omaha, Neb.

Ser. No. 53,577. "Lady Betty" for confections, etc. Paul F. Beich Co., Bloomington, Ill.

Ser. No. 58,361. "Minaret" for biscuit. National Biscuit Co., Jersey City, N. J.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

SALESMEN WANTED.—

Owing to the transferring of some of our best salesmen to foreign sections and others to the sales work on our new Filtration System and Meter proposition, the first of the year we shall want a number of high grade salesmen to work on the General Store Trade and Public and Private Garages. This work requires good salesmanship and hard work, but is very pleasant and profitable for such men as can meet these requirements. Our goods are well known everywhere and of the hundreds of thousands of users there are few that would think of being without our outfit for double what they cost them. That our salesmen like their work and it is profitable for them is proven by the fact that they remain with us, many of our first successful salesmen still being with us after twenty-five years of service. We find in working the Store trade that frequently a good, live grocery clerk, who knows how to sell goods and is not afraid of work, is a big success with our line. We also find that grocery salesmen, hardware salesmen and salesmen in other lines, calling on the General Store trade, are very successful with us. We will have territories vacant in many sections of the country and have splendid opportunities for a number of the right sort of men. Correspondence should be directed to D. A. Corey, General Sales Manager, S. F. Bowser & Co., Inc., Fort Wayne, Ind.

WANTED.—Salesman to handle home made preserves, grape juice, etc. as side line, on commission. Philadelphia trade preferred. H. V., "Grocery World and General Merchant," 927 Arch Street, Philadelphia Pa. 19

WANTED.—Man of experience and ability desires responsible position in a good wholesale or retail grocery house. All reference and bond if required. H. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

WANTED.—Salesmen calling on the tea and coffee trade to sell Saylor Automatic Coffee Cabinet as a side line. Big commission. Saylor Mfg. Co., Rochester, Minn. 19

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Nobilt, 1220 Filbert St., Philadelphia, Pa. 21

FOR SALE.

FOR SALE.—Make an offer for my first class grocery and truck business. Must sell quickly on account of poor health. Fresh salable stock at your inventory. Horse, wagon and best fixtures below cost. Goodwill thrown in. Present sales \$500 weekly. Real estate may be leased or purchased. Hummel, Roxborough and Fleming Streets, Lower Roxborough, Pa. 19

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$5,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4065 Haverford Ave., West Philadelphia. 3

FOR SALE.—Closing out sale. Rotary Neostyle for duplicating circulars, \$10; National Cash Register, total adder, \$35; McCaskey Register, roll top, 140 accounts, \$45; three glass show cases; cheese safe; oil and gasoline tanks, 80 to 160 gallons each; molasses measuring spigots; four pair scales; large lot scoops many sizes; large meat block, saws, cleavers, etc.; one-horse freight wagon. Many articles not enumerated. I am out of business and all must be sold. Frank Garrigues, Moorestown, N. J. 19

FOR SALE.—A fine grocery store in select suburb of Philadelphia, doing business of about \$50,000 a year, at excellent profits. Almost a complete monopoly of the trade. H. B. 2 "Grocery World and General Merchant," 927 Arch St. Philadelphia, Pa. 19

FOR SALE.—Good country store and dwelling combined. Buildings all new and recently painted. Eighty acres land, one-half clear, balance good thrifty timber. New bank barn and wagon shed combined. All necessary outbuildings. Running water, never failing. \$5,000 stock, which can be reduced. This property can be bought for \$3,200 and stock at five per cent. below cost. Will take mortgage for the half at four per cent. interest. This is an extraordinary bargain. Anyone contemplating the purchase of a good country store would do well to investigate this. W. H. Clotfelter, Richfield, Pa. 19

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$9,000. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Meat and provision store in West Philadelphia, with a two-story corner property, seven rooms, all conveniences. Doing about \$1,600 cash business monthly. Established about nine years. Weekly profits from \$30 to \$5 clear. Experience not necessary as clerks will stay with purchaser if so desired. Price for property, stock, fixtures, horse and wagon and good will \$6,000, cash required \$1,500, balance can remain on mortgage. Also the entire contents of household furniture to be sold without reserve. Owner leaving city. H. J. Q., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 19

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,000. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Grocery, meat, hardware and express business in the best suburb of Washington, D. C. Doing between \$3,500 and \$4,000 monthly. Good clean stock. Growing neighborhood. Excellent chance for settled man. Good lease. Selling on account of other business. Price \$5,000. Follmer, 5610 Connecticut Avenue, Washington, D. C. 19

FOR SALE.—An old established corner, doing a good business in groceries, provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—Old stand of grocery and delicatessen store. Will sell to a quick buyer for \$2,750. Fine stock. Will sell property at a very low figure, \$7,500—seven rooms and bath and all conveniences, on Fifty-second St. south of Spruce St., West Philadelphia. K. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old established grocery meat and provision store in busy part of West Philadelphia, near Fifty-second St., doing fine business. Low rent. Will sell to a quick buyer for the low figure of \$750. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,100. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 19

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low

figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$400 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

Published every
Monday.

Grocery World

Circulates in every
State of the Union
and Canada.

AND

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Editor.

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Advertising Manager.

WILLIAM H. NAYLOR,
Manager Circulation and Prices-Current.

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National Officers Call on Manufacturers Not to Sell Mail Order Houses at Preferential Price

Trade Relations' Committee of National Retail Grocers' Association Meets in Chicago and Sends Letter of Protest to List of Representative Manufacturers. Plead That While Many Manufacturers Do Not Sell Mail Order Houses Direct the Latter Get Goods Somewhere and List the Goods at the Price the Retailer Pays. National Association Working on Better Cash Discounts for Retailers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

November 9, 1911.

The Committee on Trade Relations of the National Retail Grocers' Association, consisting of past President T. P. Sullivan, C. E. Beinert, President John W. Lux and Secretary John A. Green, have just met in Chicago to consider questions pertaining to the welfare of the retailer of the United States. Methods of distribution by manufacturers and others were considered.

The advertising in mail-order house catalogues and many other things of like import were given attention by the committee.

Several of the manufacturers were waited upon and our position explained. They listened attentively to what we had to say and promised to take our grievance under advisement and to communicate to the committee at an early date.

This meeting is the beginning of a series which is to be followed up by personal solicitation which no doubt will result in much good being accomplished. We found many of the manufacturer's goods advertised in these catalogues are not sold direct from the manufacturer to the distributing houses in question. But the fact that these houses are advertising at the retailer's cost nearly all staple commodities should be sufficient to induce the manufacturer who has the interest of the retailer in mind and who depends altogether on the retailer as the main distributor of his products to protect us against this cut-throat policy of the mail-order houses.

The following letter has been sent to the manufacturers whose names appear below:—

Mr. Manufacturer.

We are calling to your attention the seriousness of the situation affecting the retail grocer and general merchant of the United States.

Almost every State in the Union is being circularized by mail order houses naming almost all staple products at a figure that the retail grocer must pay to the wholesaler for his supply. Your product is among the list. The situation is serious and needs immediate attention.

We recognize the fact that perhaps you are not selling these houses goods direct. Perhaps when these goods are advertised the houses in question may not have a package or a can or container of any kind of products in their possession, yet they are using your firm to create suspicion, distrust and lack of confidence in the retailer and general merchant in almost every village and town, and indeed, in many of the cities throughout the country.

It is up to you to devise a plan whereby relief can be obtained for the retailer.

Or can it be possible that you do not desire to protect yourselves from this means of demoralizing the entire grocery trade of the country?

Note the following list of advertised goods:—

Walter Baker's Chocolate.
Peters' Chocolate.
Wilbur's Chocolate.
Price Baking Powder.
Royal Baking Powder.
Armour Canned Meats.
Swift & Co.'s products.
Fairbanks & Co.'s products.
Carnation Condensed Milk.
Eagle Brand Condensed Milk.
Knox's Gelatine.
Cox's Gelatine.
Quaker Oats.
National Biscuit Co.'s Goods.
Cream of Wheat.
Pettijohn's Breakfast Food Co.
Pillsbury Co.'s Vitos.
Kingsford Corn Starch.
20-Mule Team Borax.
Proctor & Gamble's Soaps.
B. T. Babbit Co.'s Soaps.
Sapolio.
Postum.

These goods and many others of equal importance are listed at the price paid by the individual retailer.

Respectfully yours,

T. P. SULLIVAN,
C. E. BEINERT,
JOHN W. LUX,
JOHN A. GREEN,

Committee on Trade Relations.

The Trade Relations Committee will be pleased to consider any complaint coming to them

from the membership in any State through their State secretary, or better yet, let every State association appoint a Trade Relations Committee to work with the National Committee.

About the first week in September a plan was proposed to the National officers which had for its object a further increase of cash discounts from the manufacturer to the retailer and at the same time to partly finance the local and State associations.

The majority of the Executive Board met in Chicago and gave this matter considerable thought, looking at it from all standpoints, and finally adjourned to take the matter up at the time when the meeting was called for a federation of retail merchants, October 18th and 19th. Again this matter was thoroughly gone into by President Lux, past President Sullivan, Treasurer George Suhr, and Secretary Green, and after discussing this matter very thoughtfully and acknowledging that there were some commendable things about it, came to the

conclusion that it were best to delay action in the matter and to take it up at some future time prior to our next National convention at Oklahoma, and if at that time the plan was found desirable it could be presented to the convention for adoption.

Several letters have been received at this office for information and advice in regard to this plan and to all such inquiries we have advised that it would be best to wait until such times as the National officers could present the matter intelligently and with their approval.

The plan is under advisement and is being considered from every standpoint and will if accepted by the National officers be presented in a simple concrete form easily understood.

At the present time it is not in position to be put forward or to be acted intelligently upon and the National officers sincerely hope the merchants will await their further action.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Court Holds Grocer Responsible for Explosion of "Dove" Molasses.

Philadelphia Dressmaker Recovers \$75 from Local Grocer Who Sold Canned Molasses Warranted Not to Ferment But Which Exploded and Injured Her. Case Decides That Grocer May be Responsible, Even Though Somebody Else Packed the Goods and He Could Not Know About Them.

A case was tried in the Philadelphia civil courts last week which shows how careful a grocer needs to be as to the goods he sells, particularly goods like package goods, that he cannot know all about.

The plaintiff was a woman named Susan McSorley, and the defendant was J. J. Katz, a Philadelphia retail grocer. Mrs. McSorley claimed \$20,000 damages on account of injuries she received from the bursting of a can of Dove molasses which she bought from Mr. Katz on September 2, 1905. The molasses was labeled as follows: "Molasses in this can being in condensed form, will not ferment." Mrs. McSorley swore she took the can home and started to open it, when it exploded, and the tin top struck her in the face. She was wearing

glasses, which were broken, some of the broken glass entering her eye. She was badly injured and became unable to follow her usual occupation as a dressmaker.

The point of the case was whether the grocer was responsible, as the goods were package goods and he could know nothing of their contents. The plaintiff contended, however, that his sale of package goods bearing a label making the positive representation that the contents would not ferment, fastened responsibility for the warranty upon him. The jury agreed with her to the extent of \$75.

"Dove" molasses is packed by the M. H. Alexander Co., of Cincinnati, Ohio, who have been asked by Mr. Katz to pay the amount of the verdict.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2008-2009
Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice



THE GROCER who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain—it's built to remember facts—not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale—stops leaks and checks losses.

A store using a National Cash Register is run on system—it's bound to yield profit to its owner.

Over One Million have been sold

**"Get a
Receipt"**

The National Cash Register Company
Dayton, Ohio

**"Get a
Receipt"**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

The New York Letter

American Specialty Manufacturers' Meeting and the Topics They Will Discuss. Agitation Still Rife Over Colored Tea Question. Another Food Show by Manhattan and Bronx Grocers. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Nov. 10, 1911.

Next week the American Specialty Manufacturers' Association will hold its third annual convention in the Sun Parlor of the Waldorf-Astoria Hotel in this city. The Board of Directors will hold a preliminary meeting on Wednesday evening, November 15th, but the convention proper will not open until Thursday morning, the 16th, and it will continue two days, with morning and afternoon sessions.

All of the sessions will be open, except that of Friday morning, which will be of an executive character. At this session the election of officers will take place. There have been rumors, too, that the relations of the food manufacturers with the jobbers will be considered at this session and that possibly plans may be suggested for the much-talked-of distributing depots, which would enable manufacturers to sell directly to the retail trade. But these reports cannot be verified, and it is not at all certain that anything of the kind will be even mentioned.

The members have the privilege, however, of bringing up any subject that they please for consideration, so that there is no telling what may be discussed at this executive meeting.

Secretary A. C. Monagle has been busy working out, with the other officers and committees, the details of the programme. A number of prominent men in the trade will deliver addresses on timely subjects. The presidents of the National Wholesalers' and National Retailers' Associations are to be heard.

Walter H. Lipe, the president of the Specialty Manufacturers, will deliver his annual address on the opening day. Following is the complete programme:—

THURSDAY, NOV. 16TH, AT 10 A. M.

Call to order by President Walter H. Lipe. Invocation by Rev. Lynn Harold Hough, D. D. Roll call. Reading of minutes of last annual meeting. Introductory remarks by president.

Appointment of special committees: Committees on Credentials, Resolutions, Nominations, Auditing. Address by president.

Report of Board of Directors.

Address by Geo. B. Wason, president of National Wholesale Grocers' Association. Subject: "The Relation of the Merchant of To-Day to the Consuming Public."

Report of Treasurer.

Address by John Lee Mahin, president of Mahin Advertising Co., Chicago. Subject: "Blending Sales and Advertising."

Report of Legislative Committee.

Address by John W. Lux, president of National Association of Retail Grocers of the United States. Subject: "The Relation Between the Manufacturer and Retailer."

Report of Committee on Credentials. Report of Publicity Committee. Report of secretary.

Recess to 10 A. M. on Friday, Nov. 17th. The morning session on the 17th will be an executive session, exclusively for members and proxies of members. The Committee on Nominations will report during the executive session, followed by the election of officers and directors.

All are invited to attend the afternoon session on the 17th, at 1.30 P. M.

FRIDAY, NOV. 17TH, AT 10 A. M.

Executive session for members and proxies of members.

Call to order by the president. Roll call. Discussion of subjects pertaining to trade conditions. Report of Committee on Nominations. Election of officers and directors. 1.30 P. M. Resumption of open session.

Call to order by the president. Announcement of names of newly elected officers and directors. Introduction and installation of newly elected officers and directors.

Address by Hon. Geo. L. Flanders, First Assistant Commissioner of Agriculture of New York State, and ex-president of National Association of Food and Dairy Commissioners. Subject: "Food Legislation from the Standpoint of Justice."

Address by Mr. J. H. McLaurin, president of Southern Wholesale Grocers' Association. Subject: "Bonuses and Free Deals as They Affect the Jobber."

Report of special committees: Auditing, Resolutions.

Introduction and vote on resolution confirming incorporation. Vote on proposed amendment to Article VI, Sec. 1, By-Laws. Vote on proposed amendment to Article VI, Sec. 2, By-Laws. Vote on proposed amendment to Article VII, By-Laws.

Adjournment.

New Board of Directors will convene in committee room immediately after adjournment.

The tea importers in this city continue agitated over the coloring question. It is now proposed to interest Dr. Wiley, of the Pure Food Bureau, with a view of get-

ting a decision signed by the secretaries of both Departments of Agriculture and of the Treasury, positively prohibiting the importation of colored tea and requiring rigid tests, including those with the microscope.

The explanation that some of the Chinese teas with slight traces of coloring received the color by being sent through the same "runs" in which colored teas were prepared for other countries does not satisfy the importers here. They say that it does not matter how the coloring was imparted, there has certainly been traces of color of an artificial character in some of the Chinese teas that have been passed by the Government inspectors this year. It does not help matters any, they say, if the coloring material was added in the casual way suggested; one way is as bad as another.

On the other hand, it is said that the little particles of coloring material that adhere to the tea in this way are of so microscopic a character that they can do no harm. The importers here claim that Western importers have brought in these Chinese teas with traces of coloring and that the Western men have been given an advantage thereby over importers who have complied strictly with the rules against coloring.

Wholesale grocers are of the opinion that at the coming session of the Congress efforts will be made to place the administration of the food law on a more even and systematic basis and to remove some of the occasions of friction.

The developments along this line will be watched with interest by officers of various associations in behalf of the members.

E. T. Bedford, the president of the Corn Products Refining Co., reports that the business is increasing, as the company is now grinding about 100,000 bushels of corn daily, as compared with 75,000 bushels a few months ago. Since adding candy to its list of products the company has also added jams and jellies.

Mr. Bedford said that he believed the recent difficulty with some of the St. Louis jobbers is being adjusted satisfactorily.

In answer to questions, Mr. Bedford said that his company has no monopoly of syrup made of corn, as at least two other companies are making such syrup. He said that Standard Oil people do not own more than 5 per cent. of the capital stock of his company.

Another food show is coming next week. The Manhattan and Bronx Retail Grocers' Association will conduct the show from November 13th to December 2d in a State Armory on Bathgate avenue. Cyrus M. Miller, the president of the association, will formally open the show. The Fleischmann Co. is distributing advertising matter in the form of partly paid tickets which the grocers give out to customers.

The entries are said to guarantee a fine exhibit.

Another food show will be conducted from December 4th to December 16th by the Queensboro Retail Grocers' Association in Schuetzen Park, Long Island City.

SUMMARIZED MARKET CONDITIONS.

Slow conditions prevail in the coffee trade. The country shows little interest. Local buyers are rather inclined to look for a revival of bull activity. Desirable coffees are steady in prices. Mild grades are steady but dull in sympathy with Brazils.

From various parts of the country there is a fair demand for tea covering the list at quotations. The local trade is generally holding off in order to await the final settlement of the questions as to artificial coloring.

Local distributors are buying rice only for requirements, but prices here are firm in sympathy with conditions as reported from the South.

Not much is doing in refined sugar. Some sales are made on the old basis of 6.40 cents, less 2 per cent. to distributors for immediate needs. There seems to be a general impression that further declines will soon be announced and that business will be restricted until prices get down to a more settled basis. Wholesalers with considerable stocks on hand are of course glad to have the reductions come gradually so

Buy Your Groceries for CASH

Write for Our Weekly Price-List "THE CASH GROCER"

Save Traveling Salesmen's Expenses

Barber & Perkins

WHOLESALE GROCERS

We employ no Traveling Salesmen

Philadelphia, Pa.

that they may work off their supplies.

Dried California prunes are selling only in a small way. The one of the spot market is easy and unsettled. There is a free arrival of stocks and buyers are conservative. The high prices are said to have curtailed consumption and this worries some of the holders of supplies. As a result there have been some further resales at concessions. Sales of 40s at 10½ cents are made. The intermediate sizes are dull. Peaches are moving slowly. Apricots are dull, with prices nominal. There is little demand for California muscatel raisins, but the market is fairly steady for seeded stock. There is a moderate demand for spot currants and prices are firm.

Jobbers are looking after the deliveries and distribution of canned vegetables bought early in the season from the packers, and aside from this attention to contracts are buying only occasional car lots to fill out assortments or to meet unexpected demands. The tomato market is slow, but many of the packers

have confidence that all of the stocks will be needed before another packing season. No. 3s are quoted from 95 cents to \$1 by various packers and there are similar variations in other grades. There is hardly any activity in corn and the market generally favors the buyers. It is said, however, that the packers in New York State have little left to sell.

Wheat conditions have so upset the flour market that both buyers and sellers seem desirous of awaiting developments before closing any large business. Spring wheat patents in jute are sold at \$5 for good brands. Kansas straights may be had for 4.85 and possibly for a little less.

Butter is a little firmer than it was, especially in the better grades of fresh creamery. The specials are quoted at 33½ cents; extras 32½; firsts 29 to 31. Held grades are about 2 cents below these figures. Most of the wholesale business in process butter is on a basis of 25 cents.

Fresh gathered eggs of fancy grades have gone up in prices and the nearby supplies are especially high. Storage stock of good qual-

ity is firm. There is irregularity in the lower grades. A large part of the arrivals and of the supplies on hand are not up to the desired standards and the really high grade eggs are scarce. The Western fresh gathered extras bring from 36 to 38 cents; extra firsts 33 to 35; firsts 30 to 32 cents. Refrigerator firsts are quoted at 21½ to 22 cents. The nearby white hennery eggs go as high as 50 to 55 cents.

FRED. A. MCGILL.

The Knowledge One Gains Through Advertisements.

Nowhere does the law of compensation seem to work out so well as in the advertising sections of magazines and newspapers.

That advertiser who deals in the most unselfish truths—whose advertisements sell the worthy products of his competitors as well as his own—wins by far the greatest rewards.

And it is also remarkable that the broad gauge advertisement usually holds a store of information whose interest is only equalled by its value.

A prominent case in point is a certain manufacturer's publicity campaign on baked beans.

Each year this manufacturer spends upwards of a quarter of a million dollars in printer's ink to tell the story of factory-baked beans' superiority over the home oven's product.

Millions of housewives have thus learned, to their lasting benefit, that the scientific baking facilities of the modern factory permit of a dish that is more

digestible and fully as delectable as could possibly otherwise be prepared.

As a result, the housewife saves herself infinite time and trouble—and all concerned in the manufacture and consumption of canned baked beans reap mutual benefits—all concerned—mind you!

Because, while the manufacturer who points out the superiority of the canned product naturally increases his own sales, he stimulates also the sale of every other brand of baked beans on the market.

There are, however, instances where an advertiser can deal in the broadest truths and yet benefit no one but himself.

Notable in this respect is a concern which has to do with the manufacture of home dyes.

In their publicity efforts these manufacturers have striven simply to instruct the housewife as to the most successful method of coloring all materials.

Their every advertisement urges the use of one class of dyes for wool or silk, and another class of dyes for cotton, linen or mixed goods.

The reason for this advice is made clear as follows: Wool and silk are animal fibre fabrics, while cotton, linen and mixed goods are vegetable fibre fabrics. And each of these fabrics require a radically different treatment.

Consequently, this advertising affords information of infinite value to every practical woman. Yet, unlike the aforementioned baked beans advertising, this profits but the one manufacturer, and this simply because no other manufacturer puts up two separate classes of dyes for the different classes of fabrics which exist.

Small grapes rule about the same, 12 to 14 cents per box. The demand seems light.

WITH THE EDITOR

In the last issue some comment was made on Thomas Martindale's recent letter urging the trade to concentrate their attention on tea rather than on coffee, by reason of the very high prices of the latter, and the fact that tea was cheaper and better anyway.

A Surprising Difference.

In our comment the statement was made that the United States had always been more of a coffee country than a tea country, and that conditions in England showed the exact reverse. Some figures just received from the Agricultural Department at Washington are directly apropos, and show a difference between the two countries so large as to surprise even the writer.

The figures are supplied by Consul-General John L. Griffiths, of London. They show that in 1910 each person in Great Britain consumed an average of 6.39 pounds of tea, and only .65, or little more than one-half pound of coffee. Each inhabitant of the United States consumed an average of only 1.24 pounds of tea, and an average of 9.33 pounds of coffee. Surely the high prices of coffee would seem to create an opportunity to exploit tea, the cheaper product.

The California fruit producers take some peculiar attitudes toward the retail distribution of their products. For example, a California grape grower who recently traveled about the country examining market conditions has made the following statement:—

A Foolish Statement.

I stopped at a retail stand in Terre Haute conducted by a woman. She had several crates of Tokay grapes on her stand of well-known marks, and they were in such a mouldy and rotten condition as to be unsalable. However, she was selling all she could at 15 cents per pound. She paid \$1.25 per crate to the Terre Haute commission merchant, who bought them as bargains in the Chicago auction at 75 cents. I asked her if she would be glad to take good, sound fruit from some other source, and she said most assuredly she would, as what she was getting was spoiled and unsalable. It is possible to sell fruit this way,

but to deal with the small retailers it would require an immense amount of soliciting in order to move a carload. However, it ought to be done. This second-hand middleman is our arch enemy and ruining our business.

This statement shows false on its face. No consumer either in Terre Haute or anywhere else would give up 15 cents a pound for Tokay grapes so "mouldy and rotten as to be unsalable." The very fact that the dealer sold them shows that they were not unsalable.

And if people bought them for 15 cents a pound they were doubtless buying the good grapes which this Terre Haute woman had saved from the mess she bought for \$1.25 a crate. If that is so—and it or something very like it must be so—how can anybody be criticised?

"This second-hand middleman" may be the grower's "arch enemy and ruining his business," but this particular grower hasn't proved it by the case he cites.

The esteemed "American Miller" can be excused, perhaps, for seeing most questions from the standpoint of the miller and manufacturer, which it represents, but it printed something in its last issue, regarding the spoiling of breakfast foods, which seems almost inexcusable. Here it is:

The Contamination of Breakfast Foods.

But the fact remains that cereal foods are oftenest contaminated in the hands of the retailer. They are often stored in improper places. Insects are quite generally found infesting grocery stores. The weevil is common and accounts of such infestation have appeared in this journal more than once over the signatures of entomologists. Most cereal foods are sterilized, practically, by the very process of manufacture. If they become infested afterwards, the infestation comes from without. If Commissioner Foust can persuade retailers to buy rationally and clean up their premises, he will accomplish a much needed reform.

This is very unfair indeed. The writer believes it to be unquestionable that worms and weevils appear in cereals by a sort of spontaneous generation, a condition depending on the atmosphere, the temperature, and so on, for which neither the retailer nor the manufacturer is in

the least responsible. It is ridiculous to contend that breakfast foods would never become wormy if it wasn't for the insects that waited for them in the grocery store! Nobody ever made such a contention before, and the "American Miller" cannot be sincere in making it now.

To the average reader, the verdict in the fermented molasses case reported elsewhere in this issue will appear a grievous hardship.

The Point of the Molasses Case.

J. J. Katz, a Philadelphia grocer, sold package molasses warranted on the label not to ferment. A tin of it did nevertheless ferment, exploded and injured one of Mr. Katz's customers. She sued him for heavy damages on the ground that he was the immediate seller and was therefore responsible. Mr. Katz thought the suit should have been brought against the packers and defended the action. He lost the case, but only by a verdict of \$75.

Despite the smallness of the case, the principle at stake is exceedingly important. A grocer buys package goods in good faith, knowing nothing of them save what the packer represents, and what the packer's reputation assures him is true. They prove not to be equal to the packer's representations, violate their warranty and damage ensues. Whatever the grocer's legal responsibility may be, he certainly is not morally responsible, for he bought and sold the goods in good faith, and has done nothing whatever which contributed to the injury. As to his legal responsibility, however, there would seem to be no question, for a dealer who sells goods the labels of which bear certain representations is clearly responsible for those representations because he has made his sale on the strength of them. Any other conclusion would compel the injured party to seek the packer out—in Ohio in this case—and at great expense and trouble pursue her action there. This would be prohibitive

where the packer was in Europe or Africa.

The grocer, however, is not helpless. To be sure, he was compelled to shoulder the burden of defending the action, together with the undesirable publicity connected with the case, but he has recourse against the packer, not only to recover the amount of the verdict he will be obliged to pay, but for his counsel fee and all other expenses to which he has been put, as well as damages for such loss of business and reputation as he can show he suffered.

There is a movement on in New England which the writer believes to be a gross waste of time, though heartily in sympathy with its object. The movement is one to pass a law making it a felony for a corporation to charge a higher price in one city or town for a commodity than it charges in another, allowing for the difference in cost of transportation. It is understood that the Governor of Massachusetts has agreed to sign such a bill, provided its backers get the Legislature to pass it.

Thoroughly Impracticable.

In the writer's judgment such a law wouldn't be worth the paper it was printed on. A private concern which owes no duty to the public like a public service corporation owes, can sell its goods on any terms it likes, because it doesn't need to sell them at all. It follows that it can sell A and refuse to sell B, or sell A at one price and B at another.

Moreover, the overwhelming majority of private sellers do that every day. Not a wholesale grocer in business but will make a closer price to the buyer who is prompt with his check in ten or thirty days, than to the retailer who has to be carried for sixty or ninety days. And he is perfectly justified in doing that. He is also justified in making closer prices to the retailer who gives him all his trade than to him who buys of him semi-occasionally and in making closer prices under com-

tion than without it. No law could practicably take all these factors into consideration, therefore it would have to ignore them, and in ignoring them would violate every principle of private right.

Dr. Wiley Makes New Vinegar Ruling.

Dr. Harvey W. Wiley, chairman of the Board of Food and Drug Inspection, Washington, has written to a Rochester, N. Y., manufacturer giving the decision of the Board as to what is cider vinegar. He says the Board decides that there is no objection to repressing apple pomace as many times as desired, without addition of water, so long as that pomace does not become heated and decomposed. "The Board has also reached the conclusion," says Doctor Wiley, "that vinegar made from dried apples, chops, skins and cores is not entitled to be called cider vinegar, but must be labeled in some manner to plainly show its source, and where water is added to cider vinegar the label must show this fact."



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Legal Weights in Pennsylvania.

Warren, Pa., Nov. 1, 1911.

To the Editor.

Dear Sir:—If not too much trouble, would you please print in your journal the legal weights for Pennsylvania of the different vegetables, grains, etc., per bushel. Yours, KOPF & HENRY.

In Pennsylvania the legal weight of a bushel of potatoes is 56 pounds, of a bushel of clover seed 60 pounds, of a bushel of onions 50 pounds, and of a bushel of oats 32 pounds. There are no other fixed weights.

Coffee Information.

Buechel, Ky., Nov. 6, 1911.

To the Editor.

Dear Sir:—Could you advise me as to where I might get some

information as to the judging and buying of green coffees, also the blending of various kinds.

Thanking you for such information, I am,

Respectfully yours,

FRANK W. NOLL.

This journal advises corresponding with William B. Harris, 65 Front street, New York. Mr. Harris is the United States Government's expert on coffee.

Where 5- and 10-Cent Grocery Stores Are Running.

Pittsburgh, Pa., Nov. 7, 1911.

To the Editor.

Dear Sir:—Kindly let me know as soon as possible in what cities 5 and 10-cent grocery stores are being operated successfully.

Yours truly,

R. R. KUHN.

We aren't precisely informed as to all the towns in which these stores are being conducted. The headquarters of the only company now conducting them in Pennsylvania, however—the "5- and 10c. Grocery Co., Inc."—are at 1117 Eleventh avenue, Altoona, Pa.

Another Collecting Agency Mix-Up.

Chambersburg, Pa.,

November 28, 1911.

To the Editor.

Dear Sir:—What do you know about the Mercantile Reporting Co., of Newark, N. J., a collecting agency? I gave them some accounts to collect about two years ago. So far as I know they collected one account and kept all the money, and now they have told me that they would bring suit against me for money due them. What can they do? I owe them nothing.

As a matter of fact, I think that none of the collecting agencies are good and reliable. Do you know of one that is?

Thanking you in advance.

Yours truly,

C. E. SITES.

No, the writer knows of no collecting agency that he could recommend without reservation.

Works Both Ways Toward Profits

That article you sell is rare on which you make a double profit. In fact, it's doubtful if you know of any such article.

There is one, however, and a mighty good one, too.

We speak of Dandelion Brand Butter Color.

On this your first profit comes from your buttermaking customers. Then you take a second profit from their butter which you sell.

And, at the same time, you're giving them the best Butter Color it is possible to make—the best color in the world—bar none.

In Dandelion Brand you offer a Butter Color that never turns rancid or sour. Nor does it affect the taste, odor, or keeping qualities of butter. The greatest authorities and leading butter makers everywhere lend it their heartiest endorsement.

Now, is there any reason why you shouldn't send your order for Dandelion Brand Butter Color to-day?

DANDELION BRAND

THE BRAND WITH



BUTTER COLOR

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.

Manufacturers of Dandelion Brand Butter Color

As to the Mercantile Reporting Co., of Newark, the experience merchants have had with them is not materially different from their experience with other collection agencies. The chance is, however, that you signed a contract giving them the right to do everything they have done and to claim all they are claiming. The writer advises paying them nothing further, but leaving them to whatever they think they can do at law. Almost certainly they won't do it.

Meaty Trade Interviews.

Talks on Newsy Subjects Gathered by "Grocery World and General Merchant" Representatives.

"I had an experience a few days ago," said Manager William Calverly, of John Jamison, wholesale dairy produce, "which shows how ridiculous it would be to mark all cold storage poultry, no matter how long it had been stored. I am a member of a country club, and a few of us got together last week and gave a turkey dinner. Several very fine turkeys were served, but I was able to identify them without doubt as birds that had been in storage for very nearly one year, say since last December. So far as sweetness and wholesomeness went, they were in every sense the equal of fresh-killed turkeys. The flavor was not quite as good, and the meat was somewhat drier than the meat of a fresh-killed turkey. The flavor of course is not what the law considers so much as the wholesomeness. If that is as good I cannot understand why a dealer should be expected to mark the birds, especially in such a way as to cause the public to believe that they are inferior. I have been in the poultry business for a great many years, and I know that if a law is passed requiring cold storage poultry to be marked as such, it will be a case of arguing and explaining all day long. And it will be even more so with the retailer, because we sell the trade, who will be easier to convince than the average consumer."

"Here is something of a curiosity," said R. S. Williams, the well-known merchandise broker, to a representative of this journal the other day, and as he spoke he handed down a bottle of the

largest olives in captivity. "These are 60-70, a size which is seldom seen even in the large fancy stores, and is never seen in the average grocery store. These large olives—they are larger than most plums—are the pick of the entire crop. There is never very many, and sometimes none at all. Once in a while the product of a whole season will be two punch-cons. These olives go out to the fancy stores whose customers care nothing for expense, and a comparatively small bottle will sell at 75 cents or \$1. They are exceedingly fine eating, but naturally out of many person's reach."

THE INTERVIEWER.

Contributed.

Says Lard Has Been Fraudulently Packed.

Commissioner Ladd Says 3-Pound Containers in Which Lard Has Been Packed Contained Only 2 Pounds 6 Ounces, and Other Sizes in Proportion. Consumers Short-Weighted. Says Consumers Are Waking Up and Demanding Labelling Laws.

Lard put up in containers have for years been sold as 3, 5 or 10 pounds, when in reality the container held considerably less than

this. In fact, the size of the containers were such that it would be practically impossible to make them hold as much, under the methods of filling, as was called for. Formerly these containers were labeled 1, 3, 5 and 10 pounds, but with the agitation against such forms of labeling the containers came to be known as No. 1, 3, 5, etc., and later as small, medium and large containers; and so the packers, to evade possibility of being prosecuted under the State and National laws, changed their form of billing and sent their bills to read small, medium and large containers, or No. 1, 2, 3, 5, etc.

Nevertheless, the 3-pound container was usually found to hold but 2 pounds 6 ounces; a 5-pound container was usually found to hold 4 pounds 2 ounces. The housewife called for 5 pounds of lard and she received 4 pounds 2 ounces; therefore, she was short-weighted 14 ounces. They have said that this was the gross weight and that it included the cost of the pail. But why should tin, or gunney sack, or cheap paper be sold at the price of lard or meat, as ham, bacon, etc.? If

the consumer calls for 3 pounds or 5 pounds of lard he is entitled to receive what he calls for. The people of this country have not been getting what they called for nor what they supposed they were receiving. For a long time they have been deceived, and but for people had the means of determining to what extent the loss occurred. Merchants, at times have been deceived. But the people have rebelled; they have insisted that honesty shall be practiced in the sale of these products as well as elsewhere. After years of attempts to secure proper recognition from the packers in the sale of this product, the people have through legislation demanded that the product be put up in definite size containers. These laws have actually been passed in some States, North Dakota among them, and will be passed by others.

E. F. LADD,

Dairy and Food Commissioner of North Dakota.

AMONG THE TRADE.

The annual meeting of the Philadelphia Association of Manufacturers' Representatives was held on Thursday in the Bourse Building, when the following officers were elected for the ensuing year: President, George Nowland; first vice-president, William Terry; second vice-president, George B. Clover; secretary and treasurer, C. L. Raynor. Members of the Executive Committee: A. M. Warren, chairman; J. F. Garber, B. R. Kerworthy, H. B. Voorhees, C. A. Wilsey. Arrangements were made for the fourth annual banquet, which is to be held at Kugler's restaurant on the evening of December 15th.

The proposed settlement of the financial affairs of Rausch, Ruetschlin & Co., wholesale grocers, has fallen through. The best offers which Henry W. Dorward, the surviving partner, could make were so poor that none of the creditors would accept them. Accordingly a petition has been filed in the United States Court to have the concern declared an involuntary bankrupt. The petition is against the firm as well as against Mr. Dorward individually. It is signed by Lum-

Co-operative Food-Buying Clubs Break Out Among New York Consumers

One Formed in Brooklyn that Buys Fruits, Vegetables, Butter and Eggs, Canned Goods, Etc. Will Later Take on Tea, Coffee and Other Things. Says Saving is Sometimes Fifty Per Cent.

Special Correspondence of "Grocery World and General Merchant."

New York, N.Y., Nov. 9, 1911.

The co-operative grocery buying clubs among consumers have broken out here, and one has been formed in Brooklyn from among a number of housekeepers. The prime mover is Mrs. Bleecker Bangs, of 400 Lafayette avenue, who claims to have been able to make great savings from it, especially in buying fruit and produce. I obtained the following statement from her yesterday:

We tried the plan as an experiment, and we have found that it has resulted in great savings already. At present we handle only staple articles, like butter, eggs, rice, beans, canned and bottled goods and all green produce. Later on we will have tea and coffee, hams and bacon and we hope to extend the list as experience grows. The marketmen are perfectly willing to sell to housekeepers at wholesale price, but they can only sell in large quantities,

by dozens, crates, bags and barrels. The ordinary housekeeper cannot buy in that quantity, but it is very easy to divide among a half dozen women who are buying a week's provisions.

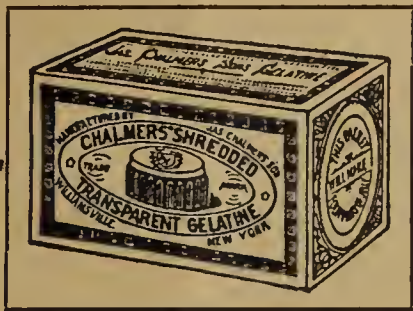
On Friday evening every member of the club comes to see me, and brings a list of the things to purchase. Each also brings her money, because everything is cash. I go to the market about 8 o'clock, because the busiest time is over then, and I can pick up bargains.

One of the greatest advantages of buying this way is that the wholesale men don't cheat on the quantity or the quality. Some grocers do short weight and sell seconds for the best. This is especially true of butter and eggs.

I do not hesitate to say that the saving can be 50 per cent. The grocerymen may fight the plan, but I do not see how they can keep us from carrying it out.

Last summer while in the country I saw that the farmer got little for his produce and the vendor much. I figured it out that the closer we could buy to the farmer the more we would save, and the market club was organized.

FRED. A. MAGILL.



When People Get Tired

¶ If you want to sell a specialty that can always be depended on to sell, and to repeat, and to pay a good profit, sell **CHALMERS' GELATINE**.

¶ It is simply a pure, colorless gelatine, guaranteed pure and of the very finest grade.

¶ Other dessert specialties have their day, but pure, old-fashioned **CHALMERS' GELATINE** is the refuge that hundreds of people turn back to after they've had enough of the others.

¶ Nobody ever has a dead stock of **CHALMERS' GELATINE**.

JAMES CHALMERS' SON

WILLIAMSVILLE, N. Y.

H. P. TAYLOR, JR., SALES AGENT, RICHMOND, VA.

Look for this space
next week, as the
Lamp Chimney
season is coming on



R. E. TONGUE & BROS. CO.
INCORPORATED

Allegheny Avenue and Amber Street
Philadelphia, Pa.

How Does the High Price of Coffee Affect You?

Now is the time Grocers using a ROYAL Roaster reap the advantage. They can continue to sell coffee at the same old price and still make as large a profit as before. With the other fellow who buys his coffee roasted it is different. He has been compelled to boost his prices—losing customers—and even then is making very little, if any profit.

ROYAL users buy their coffee green and thus save all middlemen's profits and roast it fresh as wanted. You know it's better fresh roasted, consequently larger sales—bigger profits.

Individualize your Coffee Department with YOUR OWN brands. Build up *your* own coffee trade. A ROYAL SYSTEM will increase your business and profits quicker than anything else you could install.

Get our complete catalog today. It tells all about the ROYAL SYSTEM, also the "free" aid of our Service Department—our easy payment plan, etc. Drop us a card. We'll gladly send it.



The Only Mill That CUTS the Coffee

THE A. J. DEER CO.
INC.

358 WEST STREET
HORNELL, N. Y., U. S. A.

mis & Co., the A. Colburn Co. and Reeves, Parvin & Co., whose claims are respectfully \$140.80, \$413.16 and \$141.23.

As the trade generally know, A. Lincoln Acker, general manager of the Finley Acker Co., was elected Sheriff of Philadelphia County last Tuesday, running far ahead of his ticket, though he had made almost no personal campaign, and would probably have been glad had he been defeated. Thousands of voters who in other respects were reformers, so-called, believed in Mr. Acker, voted for him alone of all the organization candidates and are glad to see him win. Though he is an organization Republican, he can be depended on to give the public what it sorely needs, particularly from the Sheriff's office—a clean, non-grafting, honest administration.

Oil Trust's Old Tricks Seen in New England.

How Standard Oil Company Revenged Itself on Two General Storekeepers Who Bought Oil of Independents In Both Cases Sent Wagons to the Town to Cut the Price. One Retailer is Holding Out, Though His Trade is Gone, but the Other Gave In.

Special Correspondence of "Grocery World and General Merchant."

Springfield, Mass.,

November 8, 1911.

E. A. Kellogg & Son, who keep a general store at Feedings Hills, near here, tell a story about the methods of the Oil Trust which will interest the trade at large. If true, the story shows that the Trust has not begun to repent of its sins as yet, even though it is in court in a suit for dissolution.

Up to a few weeks ago Kellogg & Son say they sold 100 gallons of oil per day. To-day they are selling 10 or 12 gallons, and the difference they assert has been stolen from them by the Standard Oil Co.

A few years ago oil retailed in Feedings Hills at 14 or 15 cents per gallon. When the Four Brothers' Independent Oil Co. built a tank station at Springfield the wholesale price was lowered.

Two years ago Mr. Kellogg says he discovered that the Standard Oil Co. was charging him a higher price for oil than he received from other genera-

stores in the same zone. He complained to the Trust, and while it at first denied, it later admitted and paid him the difference. He then threw the concern out and refused to trade with it again. From then on he bought oil from the Four Brothers Oil Co. and sold their oil at 11 cents per gallon, single gallon lots, or 50 cents for five gallons.

Not very long ago the Trust sent a wagon to Feedings Hills to call on consumers and offer oil at forty cents for five gallons. The Kellogg store met this price, but the Trust went one better with a price of 8 cents for a single gallon or two gallons for 15 cents,

including the can. The cans cannot be filled by anybody, but are only refillable by a machine which the Trust controls.

The above price is less than the Kellogg store can buy oil for, and in consequence, that firm, not being able to compete, has lost about all of its oil business.

It is reported that George F. Bell, proprietor of another general store at Granby, had a similar experience. He refused to obey the Trust's order to buy all of his oil from them, and they sent a wagon to sell his customers at a price he could not meet. For weeks it is said Mr. Bell didn't sell a gallon of oil. He finally

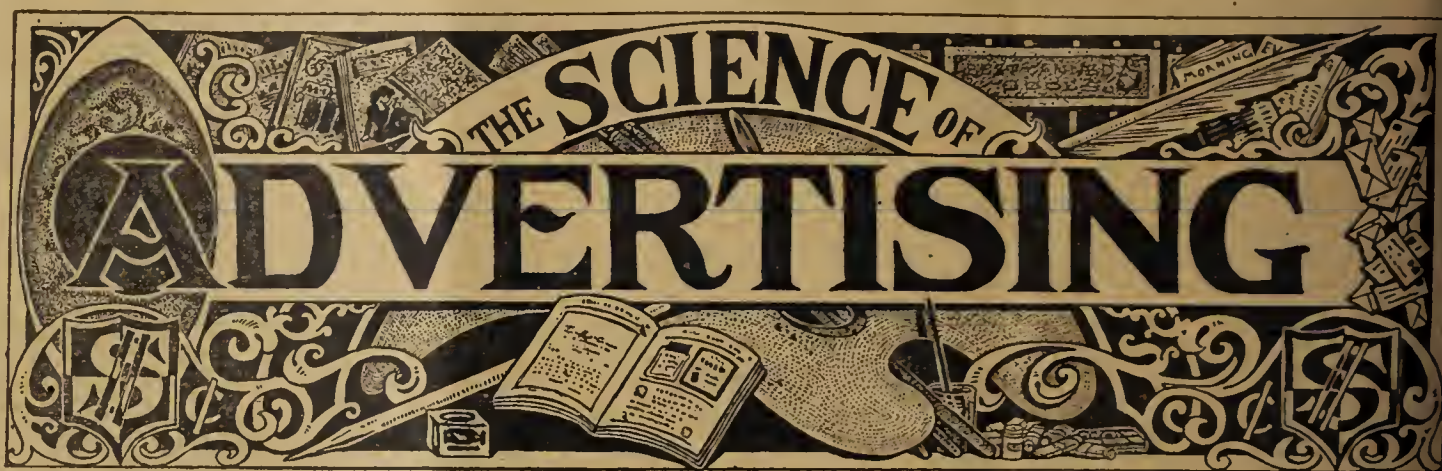
gave in, however, and the wagon left town.

IRA S. MOULTON.

Pennsylvania News Items.

Dr. William Frear, chief State chemist, has just completed an analysis of one hundred and thirty samples of syrup and molasses including several samples of maple syrup. He is preparing a bulletin reciting his results, which will be published shortly. It is expected that a large number of prosecutions will follow.

Florida eggplants range from \$2.50 to \$3 per one-half barrel crate. The demand is limited.



Charlotte N. C., Nov. 6, 1911.
Editor "Science of Advertising."

Dear Sir:—I have recently been approached by a New York concern which has a plan to issue a certain number of copies of a monthly magazine to retail grocers each month. The magazine is well printed and is supposed to act as an advertising medium for the retailer, though there is no arrangement by which he can advertise anything of his own in it. The magazine comes to him ready-made, containing the advertisements of a number of proprietary goods which he is supposed to handle. In fact, he must keep them or he cannot have the magazine. What is your opinion of this plan? These booklets are to be attractively gotten up and will contain some good reading matter. They are to have the grocer's name and address printed on them. Please advise me whether this is a good medium. Yours truly,

R. T.

Well, if it does you no good it can hardly do you harm. Of course the publishers of this book, whoever they are, don't insist that you use this medium and no other; therefore, why not use it in connection with such other advertising matter as you may use? Of course the requirement that you must handle all the proprietary goods advertised in it is really the vital point of the whole situation. Are you handling these goods now? If you are, and they are satisfactory, there is of course

no reason why you should not exploit them by distributing this advertising medium. Because by doing that you will get advertising of two kinds. First, you will advertise these goods, which you keep and which presumably pay you a profit. Remember that every sale you make for a manufacturer whose goods you handle is a sale for you. Many grocers forget that. Second, you will get general publicity for your store.

If on the contrary you do not handle these goods, or all of them, would you be willing to in order to get the magazines? Would the magazines be worth to you as much as the inconvenience of putting the goods in? Naturally there are some proprietary goods on the market which it wouldn't pay to handle, if you could avoid it, for a dozen magazine schemes. It would be the height of foolishness to advertise goods that paid you no profit, or that were unsatisfactory in other ways. One merchant who discussed practically the same subject with me not long ago took the position that it paid to sell a given thing at a loss, if in exchange for that

loss you could get a benefit in some other way, as for instance by getting these free magazines to distribute. But there is another side to that. Suppose after you have sold at the cut price long enough to establish it and prevent yourself from raising it the magazines are withdrawn where are you?

To sum up, I should take up this scheme, provided it cost me nothing, and also provided that already sold, on satisfactory terms, the proprietary goods which they required me to keep or could sell them without inconvenience.

Please send in more advertising matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Another Advance In Coffee

—says a press dispatch
under date of October 19th

A stirring circular recently issued to the coffee trade, shows a decrease of consumption of coffee in two years of, in round figures, 200,000,000 pounds.

The above news items are interesting.

Do you realize, Mr. Grocer, that your profits on

POSTUM

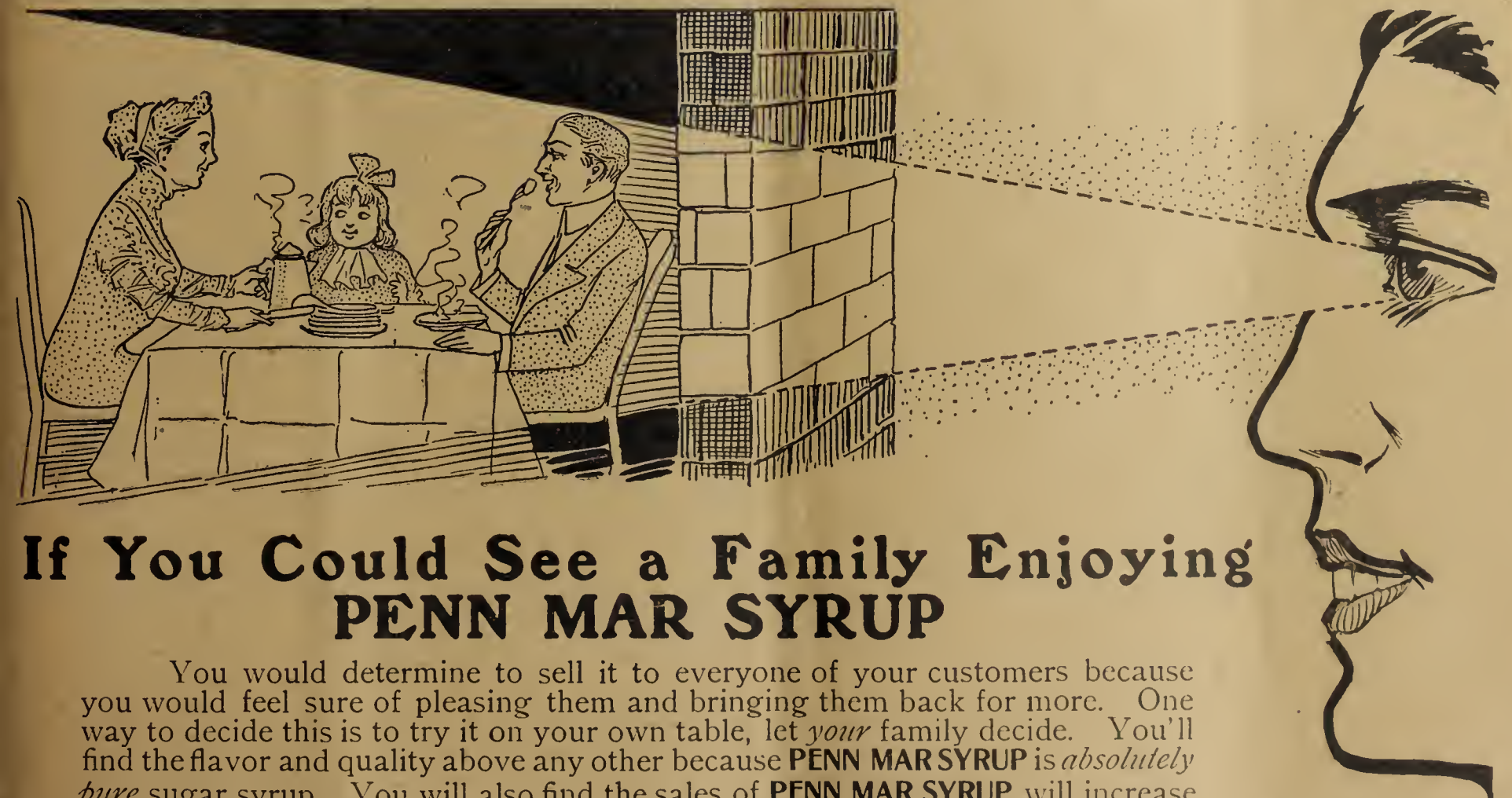
are equal, if not more than on coffee,
and they are sure! There's no fluctuation.

Some Americans seem to prefer a healthful, home-made breakfast drink in place of coffee which chemists class among the drugs and not among the foods.

"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

POSTUM CEREAL CO., Ltd., Battle Creek, Mich.



If You Could See a Family Enjoying PENN MAR SYRUP

You would determine to sell it to everyone of your customers because you would feel sure of pleasing them and bringing them back for more. One way to decide this is to try it on your own table, let *your* family decide. You'll find the flavor and quality above any other because **PENN MAR SYRUP** is *absolutely pure* sugar syrup. You will also find the sales of **PENN MAR SYRUP** will increase because we have found them increasing each season—on a sound *quality* basis.

J. STROMEYER & CO. = = = **33 S. Water Street, Philadelphia**



CXXXVIII.—What Trade Libel Means to Business Men.

There is a form of libel known as trade libel which closely touches men in business, whether as manufacturer, merchant, clerk or artisan. But little is known about it by the average layman, yet the law concerning it is fully alive, and is many times violated. The only reason more actions are not brought for trade libel is that the law governing it is not generally known.

Words which when spoken or written of an ordinary individual might not be slander or libel at all would at once become so if spoken of a man in connection with his business, trade, profession or calling. A good definition of trade libel is—"any words spoken or written of a person in his office, trade, profession business or means of getting a livelihood, which tend to expose him to the hazard of losing his office or position, or which charge him with fraud, indirect dealings, or incapacity." Such statements can be sued for even if no damage has occurred, because they tend to injure him in his trade, profession or business. In other words, the charge must if true render him less qualified to carry on his business.

The fact that suit can be brought whether any damage has occurred or not is an exceedingly important feature of the law of trade libel, and I will go into it more fully further on.

Let me give now some instances of what has been held to be trade libel. It was ruled in one case that to accuse an ordinary individual of being habitually drunk was not libellous, and no damages could be collected unless damages actually occurred as the result of the charge. On the other hand, it was decided in another case that to call a retail merchant a habitual drunkard was

libellous even if no damages had occurred, because if he was a drunkard he was at least partly unfitted for conducting a business. The same rule applies to making such an accusation against anybody who would be disqualified by habitual drunkenness from pursuing his employment, whatever it may be.

In another case it was held that to say of a business man "he refuses to pay his debts" was not trade libel, because it did not impeach his qualifications as a merchant. He might refuse to pay his debts and still sell good goods at honest prices.

Any statements affecting the solvency or credit of a business man are libellous if untrue, because an attack upon his credit, to use a slang phrase, "hits him where he lives." The law is especially tender with the reputations which men have won in business and will specially punish anybody who destroys or injures them. To falsely say that a business man is in financial difficulty, or is dishonest, or a fraud, or has been guilty of any other practice which if true would make him a poorer manufacturer, merchant, clerk or artisan than he would otherwise be, is to be guilty of trade libel.

There is a case on record, for instance, which holds that to say of a merchant "he is a man of small business capacity" is a trade libel, which will subject the person saying it to the payment of damages, whether the libelled person has suffered any damages or not.

To merely criticise a man's business methods, however, is not a trade libel, although in another case it was held that it was libellous to say that a business man had "visionary and unsound business ideas."

The principle on which these decisions are founded is easily understood—such libellous statements all tend to make the people that hear them believe that the man attacked is not as good a business man as they may have thought he was.

Of course the principle includes false statements by mercantile agencies, collection agencies or merchants' protective associations, although as explained in a previous article, the law allows proper and truthful information regarding the financial standing of business man to be disseminated by the proper persons, at the proper time and in the proper manner.

There are cases on record which decide that to say the following things of business men is a trade libel.

To charge a merchant with keeping false books and doing dishonest acts.

Or with charging exorbitant prices.

Or with using false weights or measures.

Or with having absconded.

The reputation of a manufacturer is also taken care of in the same way. Any imputation upon the quality of a manufacturer's products, or a charge of fraud against him, or of base or dishonest practices either in manufacturing or selling, is a trade libel, and for all these things the courts have allowed damages to be collected, even where none had occurred.

A mere criticism of the quality of a manufacturer's products is not libel, however, unless actual damage results, in which case such loss as really occurred can be recovered for.

It is also a trade libel to accuse a manufacturer of counterfeiting or imitating another's product.

Clerks, agents and employees of all kinds are protected in the same way. If words are spoken or written of them which endanger their situation or tend to prevent them from obtaining employment, they are libellous even though the situation was not really endangered or the employment missed. In one well-known case a clerk was allowed to recover damages from his employer who had called him "dishonest, unreliable and unworthy of confidence," although the clerk wasn't able to show where he had suffered by the words to the slightest degree.

The rule that applies to individuals or to partnerships applies in exactly the same way to corporations. So does it apply to artisans and mechanics, for it is libellous to accuse them of want of skill or knowledge.

Just a word as to the question of damages. The libel law knows two sorts of damages, general and special damages. Special damages are actual damages—those which don't necessarily follow from libel, but which may follow. If they have followed, no matter what the circumstances, they can be collected. And in many cases no damages except those which have actually happened, such as the loss of a position or of a contract, can be collected. If no damages can be proven, none can be collected. But in trade libel it is not necessary to prove special (actual) damages; the law allows what it calls "general damages" to be collected. General damages are those which the law holds necessarily follow from the speaking or writing of false words about business men. In other words, if I say to a jobber, speaking of a retailer, "I consider him financially weak," the law considers that I have inevitably done that man some injury—that I have in part destroyed the good opinion which the jobber had of him, even if the jobber did not take any business notice of what I said. Therefore, because there is this inevitable injury, which cannot be estimated in money, the jury which tries such a case will be allowed to give the plaintiff such a sum as it thinks will make him feel good again. This is the sort of damages which can be recovered in actions for trade libels.

I have waited until the last to say that if the written or spoken words can be proven true, no images of any kind can be reversed. The truth of the accusation is a complete defense to an action for trade libel or any other. (Copyright, November, 1911, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should be set out in full all the facts arising on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Agricultural Department Approves Protecting Cheeses by Paraffine.

Nearly all cheese of the Cheddar type made in the United States is paraffined before it reaches the public. Yet it is not more than six years since it became a general practice, and less than ten that paraffining to protect from loss of weight was first brought to the attention of cheese handlers. At first the process was in order to improve the appearance, but when it was found that the protecting coat of paraffine to a great extent prevented the considerable loss of weight by evaporation it became the usual treatment. The circular (No. 181, Bureau of Animal Industry) just issued by the United States Department of Agriculture discussing the methods and results of paraffining cheese concludes that this is an effective way of preventing losses in weight and the growth of mold.

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

Judging a Store by Baking Powder

BAKING POWDER seems a little thing to you, but somebody may judge your store by it.

We don't see how there can be but one judgment as to
Rumford Powders



None can possibly leaven better and no other baking powders are half so wholesome. Do you know there is nothing in Rumford Powders but phosphates, starch and soda? Every one a food.

Our business is built upon the expectation and experience that people who once start to use Rumford Powder will never give it up.

The profit Rumford Powders pay you will surprise you when you compare them with what has come to be the usual baking powder profit.



Rumford Chemical Works
PROVIDENCE, R. I.

Norway Mackerel

FANCY, WHITE, FAT (1911) FALL CAUGHT

Quality never better. Prices moderate

Ample supplies of all sizes—ones, twos, threes, and the popular number fours.

Full weight and count guaranteed.

Accept no substitutes, insist on having Norways, the kind you have always handled.

Order from your jobber to-day.

C. F. Matlage & Sons

335-337 Greenwich St., New York, N. Y.

ALSO

H. A. N. Daily, The Bourse Philad'a, Pa.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered
U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.



No. 42 Cuspidor—6½-inch

THIS
CUSPIDOR
in hand-painted colors,
at \$8.50 per gross, no
drayage charge, no
package charge; the
entire gross is yours for
\$8.50, plus the freight.
The PETERS & REED
POTTERY CO.

ZANESVILLE, OHIO

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia



MAPLEINE

The Flavor de Luxe

**SELLS
SATISFIES
and
SELLS AGAIN**

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

MANY GROCERS

Find it pays them to read the
"good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

THE STROLLER'S COLUMN



Dirty—But “a Good Merchant.”

I suppose there never was a rule that hadn't an exception. You know everybody says a grocer can't make good in business if he don't run a clean store.

That is if he tries to sell to clean people.

I've said so myself, and I ain't often wrong. At least never when I'm right.

I've got a friend in the wholesale butter business, and when I was home the last time I dropped around one morning to tell him his faults. When I got there he was waiting on a customer and I hung around until he got through.

The only thing that drew my attention to this customer was the fact that he was so blamed dirty. I see lots of fellows that don't take much care of themselves, and I've got so I don't notice it any more unless it's pretty bad. It was so bad with this fellow that I had to look at him.

As I've often told you, my wife tells me I'm pretty sloppy, but honest, I felt like a dude besides this fellow.

“Who is that?” I asked my friend after his customer went out.

“He has a store down at —,” he said. The place he said was a shore town—good, big place.

“Is he always that dirty?” I asked.

“Always. And his store is just as bad. I was in it several times last summer, and it was always like a junk shop. Everything upside down and no kind of care of anything. Yet he does a smashing business—does \$1,500 a week in the summer time and over half that in winter. I don't know how he does it. He pays his bills right up to the minute, too—usually takes his discounts.”

Just let me tell you how this man looked.

He needed a shave and looked as if he had needed it for three days.

His hair wasn't combed right and he had dandruff on his coat.

His hat was dusty and had sweat stains on the band.

His shoes were sobbing for new heels and a shine.

He had a cheap suit on that had got wet and was all wrinkled and shrunk.

He had a dirty shirt and collar on.

His hands were dirty and his nails wore deep black.

A man that's dirty on the outside where it shows, is pretty sure to be dirty on the inside, where he has to take even less pains. I started to think what his body must be like until I got a little sick and had to cut it out.

As for me, I'd no more let that man handle stuff that was going into my stomach than I'd pick a peach out of the gutter and eat it. Yet \$1,500 worth of people let him—or his just as dirty store—do it every week!

Can you beat it?

“How d'ye account for it?” I asked my friend. “Anybody'd tell you no grocer as filthy as that could get along—people simply wouldn't stand for him. Yet you say he is getting along, and getting along great. What's the answer?”

“Well, he does sell good stuff,” he answered. “He paid me just now half a cent more for butter because he liked the mark. He buys good stuff, and I suppose that's the reason. And he's no fool, either—outside of the peculiarity you mention I'd call him a good merchant. He's keen, and a hustler, and he keeps his promises. He's a crank on that. I calculate people get to know all this and overlook the rest.”

“Maybe you're right,” I said,

“but all the same he couldn't sell good stuff to me.”

“Probably he wouldn't want to,” replied the rude, impolite fellow, “he only sells to people who pay up.”

“If my doctor hadn't told me I had a weak heart I'd ram your old head in a tub of your own butter!” I roared. People know I'm sick and they take advantage of me all the time. Seems as if I couldn't go anywhere any more without being picked at.

Well, that's what I started out to say. Here's an exception to the rule. And in this case it only takes one exception to show that the rule ain't a rule at all, for if

one dirty man can run a dirty store in the midst of clean people—and sell 'em \$1,500 a week—can't any dirty man do it? And if any dirty man can do it, what the hen's the use of bothering about your collar and your shoes?

Eh?

And if a grocer can do that why can't a salesman? I've about made up my mind I've been taking a heap of trouble about myself that I hadn't any call to take I'm going to take things easy after this. Instead of shaving once a week it'll be once in two weeks. Instead of getting a shine every time I go home I'll get one every Christmas and Fourth of July. I can have more time with the trade, too, for instead of staying in bed while my shirt gets washed I won't get it washed.

To hen with soap!

THE STROLLER.

Florida cucumbers have started North and while not fancy are showing fair quality and are bringing \$3.50 per one-third barrel basket. Hothouse cues are also coming forward at \$1.25 to \$1.50 per dozen. The demand for cues is not very large as yet.

ASSOCIATION NEWS

Tyler, Texas.

Mr. S. V. Goodman, president of the Tyler Retail Merchants' Association, has issued a statement in which he accuses the wholesale grocery house of Reid, Murdoch & Co., of Chicago, of selling consumers. The statement is as follows.—

The retail grocers of Tyler have just cause for complaint against Reid, Murdoch & Co. of your city for selling sundry groceries to a consumer living in Tyler, Texas.

On a recent trip to Chicago, Mr. Walter Connally, a member of the firm of Walter Connally & Co., who are engaged in the gin and machinery business at this place, purchased from Mr. Lefevre, for his own use, a bill of family supplies amounting to between \$100 and \$200. In order to save complaint from the retail grocers with reference to this bill, Reid, Murdoch & Co. shipped this bill of groceries direct to Mr. Walter Connally, billing same to Caldwell, Hughes & Patterson, this firm being in a business here which has no connection with the retail grocery business of Tyler, and they do not sell goods of the quality purchased by Mr. Connally in person from Reid, Murdoch & Co.

Caldwell, Hughes & Patterson are known as country supply merchants who sell goods to farmers on yearly terms, taking mortgages on their crops, wagons and teams to secure the amount sold country people. It has not been a great while since the retail grocers of Tyler and Dallas

had trouble with Reid, Murdoch & Co. on account of their concern having sold goods to consumers in Tyler and Dallas.

If it is necessary I can furnish affidavit to the effect that Mr. Connally bought this bill of groceries weighing over 2,000 pounds and amounting to between \$100 and \$200 from Reid, Murdoch & Co. of Chicago, Ill., and that Caldwell, Hughes & Patterson had no knowledge of Mr. Connally having purchased the bill prior to the time that the invoice was received by Caldwell, Hughes & Patterson from Reid, Murdoch & Co. of Chicago, Ill.

This is a transaction that I believe should be forcibly brought to the attention of the retail grocers throughout this country, as I believe that the retail grocers ought to know whether they are buying their stocks from a jobbing concern or a retailing concern.

I write this with no malice against Reid, Murdoch & Co., knowing full well that they have a perfect right to sell their goods, wares or merchandise to whom they please. But in the case referred to above, the retail grocers of Tyler have at least lost the opportunity to figure with Mr. Connally on the bill of supplies which was sold to him, knowing that he was a consumer, by the firm of Reid, Murdoch & Co.

Something new just starting to come forward in the shape of grapes. It is known as bag Ni agaras, which are selected Ni agaras packed in bags in which they were grown. The price is 20 cents per basket or \$2 a case

LEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

If You Buy Tea, Read!

Especially if you buy it through salesmen, for that's where we can save you money, for we sell Tea direct by mail, at a lower price than any concern can sell for if they employ salesmen.

¶ That's a simple matter, easy to understand, but it holds the whole science of buying—buying as near direct as you can, over people's heads, with as many profits cut out as possible.

¶ Let us estimate on your samples.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

EAGLE BRAND CONDENSED MILK



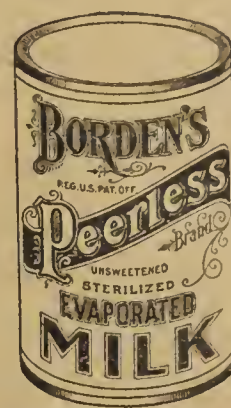
BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality"
Est. 1857. New York



NOTICE!

If you do not already use a



**Dreyer
Auto-
matic
Banana
Rack**

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON
2256 West 95th Street
CLEVELAND, OHIO



Want to Heave This Sigh of Relief?

¶ Many a grocer has heaved a sigh of relief after he's taken on the Gurnse proposition and watched it long enough to see that it was absolutely what we claimed it to be—a fancy dairy butter, running uniform from January to December.

¶ To get the uncertainty of butter off your mind is a big thing.

¶ Gurnse butter will do it. No other butter made is so carefully watched and tended—the quality never falls below the high mark we've set for it.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—42 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.
Philadelphia, Pa.

Imitation Is True Flattery

The mere fact that fixtures for other illuminants are so designed as to approximate as closely as possible the effect of Electricity, proves that Electric Light is considered the standard illuminant.

Recent improvements in lamp and glassware manufacture have reduced the expense of Electric lighting more than one-half. There is no longer the slightest reason for the use of any other illuminant from the standpoint of economy.

Comprehensive lighting plans and estimates furnished free of charge by

**The Philadelphia
Electric Company**
TENTH AND CHESTNUT STS.

THE GROCERY MARKETS

Tea.

The tea market has shown no change during the week. Business is still fair, though there is no boom on, generally speaking, although some individual holders who had good stocks have moved large quantities of tea. Prices show no change for the week, and the market is in a good healthy condition.

Coffee.

The coffee market shows no special change for the week, although the market for actual Rio and Santos coffee is perhaps a shade lower. The demand is dull. Mild coffees are practically unchanged and in fair demand. Java and Mocha quiet at ruling prices.

Sugar.

The raw sugar market has made no further declines since the radical slump of last week. Refined, however, has declined another 20 points and all refiners are now on a basis of 6.30 cents for granulated. The market is soft, and further declines can be expected in the near future. The demand for refined sugar is fair considering the declining market.

Syrup and Molasses.

There has been no change in syrup or molasses during the past week. Glucose remains unchanged, and compound syrup is quiet at ruling prices. Sugar syrup is unchanged and dull. Molasses shows no notable development, the price of new goods being high and the demand quiet.

Fish.

Mackerel shows no actual change for the week, but the market is strong and prices maintained on the previously quoted high level. The demand for mackerel is very fair. Cod, hake and haddock are unchanged for the week, the price being comparatively high and well maintained, and the demand moderate. Domestic sardines are a shade easier for the week; demand light. Imported sardines unchanged and quiet. Salmon is unchanged, being very firm and high.

Canned Goods.

Tomatoes are unchanged for the week. The demand is very

light and there is no pressure to sell. As to price, the market is exactly where it was a week ago. There is hardly any doubt that the market might be higher if somebody would start a brisk demand, but there seems no immediate prospect of that. Corn is fairly steady, but no more than that; demand fair for good brands. Peas are unchanged, scarce and firm. Apples are about on last week's basis; demand quiet. California canned goods show no change in price and a fair demand. Small staple goods are in moderate demand at ruling prices.

Dried Fruits.

Prunes are high, but no higher than a week ago; demand quiet. Peaches firm on the coast, but dull in secondary markets. Apricots high and dull. Currants show no material change and light demand. Raisins are about $\frac{1}{2}$ cent weaker; demand light. Other dried fruits quiet and unchanged.

Beans and Peas.

Domestic pea beans are a shade lower than a week ago; demand fair. Domestic marrows are unchanged; demand moderate. California limas are unchanged on last week's basis. Green and Scotch very high and dull.

Butter.

There is an active consumptive demand for all grades of butter, and the market is firm at last week's prices. Receipts are normal and are cleaning up on arrival. Healthy conditions prevail throughout the market and no change in sight for the next few days. The above applies to all grades of butter, both nearby and Western butter.

Cheese.

The cheese market is firm at an advance of $\frac{1}{2}$ cent per pound over a week ago on all grades. The consumptive demand is about as usual for the season and stocks are reported considerably lighter than a year ago. The market is healthy at the recent advance and if the consumptive demand continues as now the market will probably remain firm, with possible advance in the near future on the highest grades.

Eggs.

The receipts of fresh eggs continue very light and the demand is considerably greater than the supply. In consequence the market is firm at an advance of 3 to 5 cents over a week ago. The demand seems chiefly for new laid eggs, but storage stock is firm at unchanged prices. Stocks of eggs in storage are ample and no further change seems in sight.

Provisions.

The demand for smoked meats shows a seasonable falling off, with no change in price for the week. Both pure and compound lard are steady and unchanged, with a fair consumptive demand. Barrel pork, dried beef and canned meats are unchanged and in fair demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

The market for Holland herring is unchanged. Prices about the same as last week. Demand is quite good and improving as the weather gets cooler.

Scotch herring, especially large fulls, are scarce and in good demand.

Norway Herring.—There is a very good demand for the extra large fish, which is very scarce. Market for Norway herring has advanced somewhat and our friends in Norway advise us that they expect still higher prices in the near future.

Italian round stock fish higher. Demand very good.

Pilchards scarce and high and in very good demand.

Sprats.—Just a very few small fish have been packed in France, but catch has stopped again. We cannot look for the new crop before about end of the year. Prices will be quite some higher than they were last season.

In Norway the season is most extraordinary and catch so far is very much shorter than last season. Quality of the fish is fine, but prices are very high and packers who have made contracts for forward delivery are rather in a bad fix and will have to lose quite some money if they are going to fill their contracts.

The winter fishing by general agreement has been cut down to a few months, which prevents the various factories from packing large quantities. Taking it all in all, there is all reason for an ad-

vance in Norway sardine market.

STROHMEYER & ARPE CO.
New York, N. Y.

Spices.

The market continues fairly active. Spot stocks are narrow and supplies are short. We look for a very good demand throughout the list, though at the end of the year.

Pepper.—Spot stocks very small, many grades being entirely out. Black peppers are practically unchanged during the week. White peppers have declined.

Red peppers firm and scarce. Demand very good.

Cloves.—Spot stocks exceedingly scarce. Nearby lots are quoted lower. The crop is reported a full one.

Pimento (Allspice) firmer and apparently advancing. Higher prices are quoted from Jamaica. It is reported Europe has bought heavily at the advance.

Nutmegs active and firm. Futures are quoted higher than spot prices.

Tapiocas somewhat firmer and in good seasonable demand.

Cassias.—Demand very good. Prices generally unchanged. No cables in from China. It is expected higher prices will rule for China grades.

Seeds, herbs, etc., fairly active. Prices steady. Celery eased off, but has reacted. Dutch poppy is reported scarce. Marjoram continues firm.

McCORMICK & CO., INC.
Baltimore, Md.

Rice.

While the demand for the week has not been up to expectations, a fair amount of rice has changed hands. As the buying has been mainly for present needs, buyers return to the market frequently to fill current wants. Prices are held firmly on Japan sorts, spot stock being light. Honduras styles at and under 4 cents are in scant supply and firmly held. Prime to choice are in better assortment and sales have been made at concessions.

Advices from the South note dull market on the Atlantic Coast, with small and unattractive offerings. Planters are much discouraged. At New Orleans daily offerings of medium grades are taken freely.

In the interior—Southwest Louisiana, Texas and Arkansas—the market continues active and prices are held in the main closely approximating or fully up to

st. Millers claim difficulty in getting "a new dollar for an old one" after paying for rough and expenses of turning the rough into cleaned.

Cables and correspondence from abroad note strong markets in all deliveries.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

Standard Canned Goods.

Developments last week in the tomato market were interesting. The steady, continuous buying of them in lots of one to three or four carloads keeps the range of prices up to the level that prevailed the week before, and the shipments are well scattered in all directions. A feature in the market that causes comment is the repeat orders from markets that were supposed to have already bought enough for their requirements during the winter months. Though these repeat orders are for lesser quantities, they seem to establish the fact that the previous purchases have already been placed in line for consumption this early in the season, and the basis for a firm if not a higher market is stable. The big buying is over apparently, at least for the present, and it is a good thing that there are no speculative holdings to hang over the market and seek buyers when the conditions are unfavorable, which is generally the case with such holdings. It is believed that the stocks of unsold tomatoes now held by the canners in Maryland, Delaware, New Jersey and Virginia are very small comparatively, but when the official statistics of the pack of 1911 are published this month by the National Canners' Association there will be a clearer understanding of the situation. Meantime, it is well to bear in mind the saying that tomatoes

well bought are half sold and to pick up any attractive trades offered in them.

Sweet potatoes sold freely again last week, and it is more a question of getting the goods than of getting lower prices on them. Spinach was fairly active also, and string beans are again stiffening up. It is very likely that a higher range of prices will be made shortly for string beans. White wax beans were practically sold out this week. Standard lima beans, both the flat, pole beans and the small bush beans, are pretty well sold up in this market, and the demand for them continues. Good demand still for soaked peas, and there is a continuous demand for small quantities of the green peas of all grades. There was very little actual business done in corn last week, and the prices are unchanged. There is the usual run of every day orders for baked beans, kraut and the other lines of vegetables.

The continued activity in apples at the low attractive prices quoted for them has brought numerous orders to us, and they are being widely scattered. There is a scarcity of fancy quality pineapples, and both the sliced and grated are slowly but surely being cleaned up in this market, and so are all the other grades of that article. Probably there never has been such a high average quality of pears packed in Baltimore as are now being made here—from the fancy quality in heavy syrup to the low-priced grade in water. The jobbers show their appreciation by buying them freely. These three items monopolized nearly all the business in fruits last week, the orders for peaches and the small fruits being small and the prices unchanged.

The market is rather firmer for cove oysters, and the prevailing conditions may cause a higher range of prices for them shortly. They are worth attention now.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Almeria grapes are coming right along now, but the demand is not very active as yet. The price is \$3.50 to \$5.50 per keg.

Florida salad is now coming forward and averages \$1.50 per hamper containing 35 to 40 heads. The quality is only fair and the demand slow. North Carolina

salad is also coming forward and selling at slightly less than the Florida.

Florida grapefruit ranges from \$4 to \$6 per box, which is still a rather high price. The demand is good.

Florida oranges are coming forward in very poor condition, and the price is low in consequence—\$2 to \$2.50.

North Carolina is shipping some very poor peas North, and the average price is \$2.50 per one-third barrel basket. Good peas would bring \$4 to \$5.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Start Something and get out of the regulars. An argument isn't necessary.

A griddle and some hot pan-cakes made of "our own" buckwheat will do.

Ask the boss to let your sister do the frying.

You'll take care of the selling.

Do you know what that would mean where there is a fairly good transient trade?

It would mean landing three

hundred 15-cent packages of buckwheat into three hundred house inside of a week's time.

Such is a record in a store without a crowd.

Speaking of a Griddle.—(We suppose this too should be addressed to the proprietor, but there's a line of talk coming to him later.) You know most live stores make their own sausage meat and give it a name.



To give everybody a square deal, full value, full weight and full measure. If you believe in doing business that way, let's get together.

SUGAR SYRUPS—To those who appreciate and have a trade for Pure Sugar Syrups we can offer the best assortment to be had anywhere, and would quote as follows, viz.: *New Century*, an extra fine flavor, a bright clear color, and very desirable, price per gal., 32c.; *Fancy Sugar Loaf*, extra quality and good flavor, per gal., 30c.; *Fancy Sugar Syrup*, per gal., 25c.; *A A Sugar Syrup*, per gal., 22c.; *Revere Pure Sugar*, per gal., 18c.; *Sunlight Brand*, per gal., 16c.; *X Sugar*, per gal., 15c. Bear in mind these are strictly pure sugar syrups and of good wholesome flavors.

NEW CURRANTS—We offer the finest quality re-cleaned Currants, *Victor Brand*, crop 1911, 1-lb. packages, 40 lbs. in case, per lb., 8½c. It will pay you to buy these, price low and quality guaranteed.

PRUNES—All new Santa Clara County packing, nothing better to be had, 40-50s, at 12c.; 50-60s, at 10c.; 60-70s, at 9½c.; all 25-lb. boxes. Ensign, 40-50s, in 1-lb. packages, 2 doz. in case, per case, \$2.75.

CRANBERRIES, ETC.—Indications point to high-priced Cranberries for Thanksgiving trade. We have some Fancy "Howe" Variety Cape Cod Berries in barrels, sound, and will hold up till Christmas, this week \$9.00 per bbl. Smyrna Layer Figs, per lb., 12½c. California Package Figs, per box 12 packages, 85c. Pop Corn, heavy sugar-coated, per lb., 8½c. No. 1 Pop Corn, per lb., 8c., barrel lots only. Cookman's Choice Mince Meat, 30-lb. pails, per lb., 7c. Cream Chocolates, 30-lb. pails, assorted flavors, per lb., 10c.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

A certain store fried it Saturday and gave everybody a taste. A young fellow stood near who had on his back a white coat, on his tongue a good story and over his face a favorite breakfast smile.

He got the money.

Do you see anything in that?

"Oh, horrors," says the correct, well groomed, rut-walking grocery clerk, "that smells your store all up." More than that, sir, 50 feet North and South of your sidewalk sniffing begins and these sniffers are going in to see what's up.

Moral—If there's money in a smell keep it up.

The thing that really pushes you up is service.

It's Nut Time and, like everything else sales depend upon display. Shown up in coffee mats of even size and nuts of even quantity look very well. On the top should be a few cracked ones. In addition to the sign of a small card may be stuck in to read, "No picking, please," especially where cracked nuts are shown up.

Still, anything that is suggestive of public petty pilfering is objected to we know by many good storekeepers. Personally I think such a card is all right.

Card Numbers.—That is tickets about 4 inches square, can be bought very cheap—a d d r e s s given on request. These should be used on cauliflower, for instance, whose grading has to be carefully done, and of course on other things such as eggplant, cabbage, etc., where such aren't sold by weight. It looks business-like and really adds life to your show.

Stamped Envelope.—I am in receipt every week of inquiries regarding one thing and another. Many of you good people fail to enclose a stamped envelope. More do not fail. I mention this for two reasons: First, it is a trifle selfish on the part of the correspondent; second, the reply incurs a personal expense. The answer proper is a pleasure.

Do You Sell Bananas?

Of course you do, and you have some difficulty in handling the bunches, don't you? The Dreyer Automatic Banana Rack remedies all of your troubles and increases your sales. If you will write to H. G. Dreyer & Son, of Cleveland, Ohio, they will tell you all about it.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Salesmen or Automatons?

Shall Manufacturers Pay Us to Introduce and Sell Their Products or Shall We Pay Them to do this Work Themselves? Is It Not Up to Us?

Here is what I found on the front cover of the "Grocery World and General Merchant" for October 9th:—

"The grocer who sold only the goods his customers called for, at the price they expected to pay, would sink before he had time to swim. Success in the retail business is simply impossible to-day without *salesmanship*."

Which I endorse heartily and completely except that I should eliminate "to-day"; for I hold that this has *always* been true—and always will be.

But it set me thinking about the peculiar want of logic we constantly exhibit. Our alleged reasoning is that of the querulous child who wants a thing until it is offered to him, when he immediately wants something else.

For instance: A manufacturer produces something of real merit. He has heard of the theory that the proper man to see about the introduction of this article is the grocer. He has been told that the grocer is the man who can make or mar that article. He has become convinced that the grocer exercises great influence with the consumer and can sell anything he wants to sell. So he figures accordingly, allowing a liberal margin to the retailer. Then he approaches the retailer with his proposition. He shows us that (1) his product is so good that it will satisfy and gratify the consumer, hence increase our prestige with our trade; (2) that there is good money in it for us—enough to pay us well to introduce it. What do we do? Do we

say, "Good for you, Mr. Manufacturer; you are the kind of man we like to see; you have 'shown us' and we are here to co-operate with such as you are?" No, we do not. We say: "We have no time to introduce new goods, no matter how profitable you make them. Create a well-defined public demand for your stuff and then we shall stock it."

After getting that kind of thing from Thomas, Richard and Henry wherever he goes, the Manufacturer begins to believe that he has had a bum steer, that his dope was all wrong; that he must in verity "go to the consumer"; and he readjusts things accordingly. Yes: mark that specially well—he readjusts things; for it costs money to "go to the consumer." He had been willing to pay *you* to go for him; but, as you "could not see it," he must pay somebody else, for mark again, this is not the kind of man to lie down and let you walk over him. He has a really good thing and knows it. He had been ready to pay you a margin of, say 25 per cent., to stock and introduce his line. Now he does the introducing himself—and makes your margin 16 $\frac{2}{3}$ per cent.; and you *take it*.

Bye and bye, when things begin to go a bit, he sends a sampling crew to your town and puts a liberal package into the hands of every woman you know. You now feel privileged to growl that "it would be more business-like if he would give us the money it costs him to do that sampling, in the shape of extra profit—the grocers would feel more like pushing his stuff then."

A manufacturer goes to you with some condiment or other; shows you that it is better than what you are handling and yields you 12 per cent. more net margin

than you are getting. Sometimes you stock a little of it. After a time he returns and is amazed to find that you have continued to sell the old line and have scarcely moved any of his. You answer with the same old, weak drivel about being "unable" to make your customers take it without danger of "offending" them; you tell how much "too busy" you are, etc. That manufacturer also "goes to the consumer"—and then you handle his goods for less. O, it is to laugh.

I could cover pages with these well-authenticated instances. You know so many of them yourselves that I need not go further; for you know that what I say is gospel truth.

Now what is the matter, and what to do?

To begin with, let us take time at the buying end to examine new goods—not buy on anybody's say-so. Let us *know* what we offer our trade. Then, very soon, our trade will recognize our special fitness to guide it and will willingly submit to such guidance. Why, bless you, the average consumer is just hungry of such guidance, only she does not know where in the wide world she can find any that she can depend on. Once we get to that point we shall indeed be able to sell anything we undertake to sell; and we shall be strong enough to decline to handle any article of which our judgment does not approve. Incidentally, we shall be paid for what we do on a scale hitherto undreamed of.

All men have work to do in this world. The grocer is not exempt. Whenever he dodges his share of the work of distribution, he is penalized for his neglect. If you do not think this is so, look about you at the numerous examples of successful grocers, and you will find men who have done their full duty in every connection.

Some of these days I shall talk with you about the vacuous folly of saying "you are too busy" to introduce profitable goods. In the meantime I suggest, as one bright paper puts it: "Thinkit O. Ver."

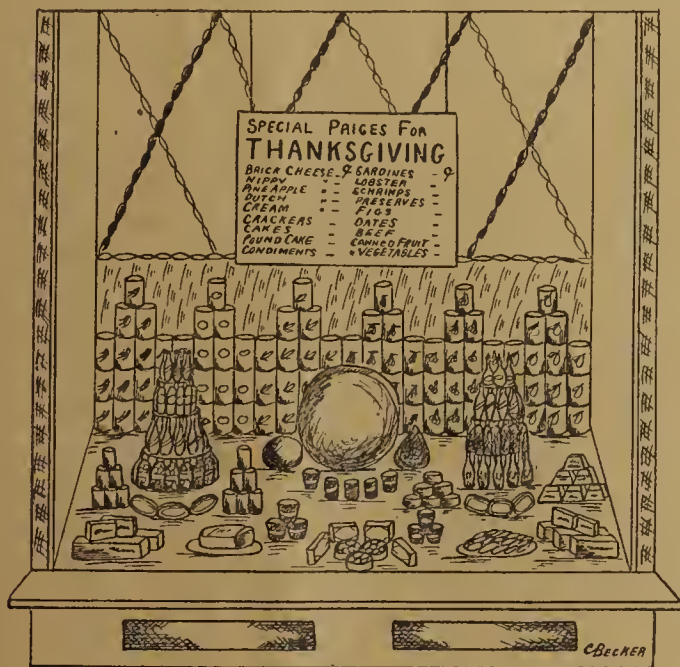
Virginia cauliflower is coming forward plentifully and ranging from \$1.50 to \$1.75 per barrel. The demand is good.



Two Thanksgiving Windows.

No. 1.

Two timely suggestions for Thanksgiving windows suitable for the grocer or dealer in poultry and green truck. Almost every grocer has special prices on certain articles at this particular time and a large sign board, like the illustration shows, will prove to be a silent salesman. To arrange, first cover the bottom of the window with green crepe paper—light green preferred. In the centre, in front, place figs in round boxes and a semicircle around them of dates in packages. At each side display cakes. At one side place a nice pound cake, if you handle it, and at the other side assorted small cakes. Between them and a little towards the rear place pyramids of peanut butter and preserves. At each side or end place crackers and cakes in packages. In the centre, towards the rear, stand a large cream cheese on its side. At either side place a Dutch and a pineapple cheese and in front place a



semicircle of club and nippy cheese. At each side place a pyramid of bottled goods; use wood dishes covered with the green paper or small lids of pails or kits will do. Display catsup, mustard, salad dressing and oil, mustard dressing, olives, olive oil, pickles, chow chow, etc. In front place some sardines and soused mackerel and between them in pyramids place salmon, shrimps, lobsters and canned beef. In the rear arrange canned fruit and vegetables like in illustration.

Now suspend a large sign card giving names and prices of goods displayed. The background is made by running a piece of the green

crepe paper across the rear and at the top fasten a twisted strip of white crepe paper. Make the lattice at the top of green and white strips of the crepe paper. If the window is very broad you can use one or two more strips.

No. 2.

The poultry, fruit and vegetable display is arranged as follows: Build a platform first by placing a box at each side of the window and some boards across to form the top. Have a space between the platform's edge and the glass of about fourteen to eighteen inches and make this a slant by placing boards from the edge of the platform to the glass at the bottom. Make the side slants the same. Cover it all with green crepe paper. The word on the slant is first spelled with loaf sugar. Make the letters hollow, leaving the space in them about one inch wide and fill this with cranberries, thus making the letters



of two colors, which looks well against the green. Now place a strip of white crepe paper, twisted, all around the edges. Place white paper napkins on the platform, on which display fruit and vegetables. In the centre, at the rear, place a nice, large dressed turkey and at each side a bundle of celery. Use care and don't crowd the top, as it will spoil the effect. There should be plenty of green showing between the white napkins. Suspend a bunch of choice, large bananas. Use the same background decoration as explained in the other suggestion.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., Oct. 31, 1911.
1,007,093. Machine for treating coffee

beans. M. Gerster-Montreux and E. L. Hug, Berne, Switzerland.
1,007,200. Coffee machine. G. Hess-dörfer, Würzburg, Germany.
1,007,357. Butter cutting machine. R. O. Hughes, Mankato, Minn.
1,007,598. Butter cutting machine. P. N. Oien, Everett, Wash.

1,007,207. Machine for forming rolls from dough. G. E. Ingraham, Bristol, R. I.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 57,324. "S-E-R-V-I-S-I-A" for canned goods, coffee and tea. The

American Prepared Food Co., South Bend, Ind.

Ser. No. 57,963. "Creole" for wheat flour. Kemper Mill and Elevator Co., Kansas City, Mo.

Ser. No. 58,375. "Monteco" for wheat flour. Montana Flour Mills Co., Harlowton, Mont.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED.

WANTED.—Man of experience and ability desires responsible position in a good wholesale or retail grocery house. At reference and bond if required. H. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

WANTED.—Salesmen calling on the tea and coffee trade to sell Saylor Automatic Coffee Cabinet as a side line. Big commission. Saylor Mfg. Co., Rochester, Minn. 19

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 16

FOR SALE.

FOR SALE.—Grocery and general merchandise business; annual business, \$7,000; stock, about \$2,000. Further particulars address John F. Day, Siegfried, Pa. 22

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE.—Stock and fixtures of a good corner grocery store, cigars and candy, doing cash business. Would do well with fresh meats. Will sell to quick buyer at a reasonable figure. Dwelling contains six rooms and all conveniences. Desirable growing neighborhood. Reasonable rent. Corner Millick and Race streets, between Sixtieth and Sixty first, West Philadelphia. 21

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$15,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4665 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,000. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a

quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—An old established corner, doing a good business in groceries provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month. Six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,150. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 16

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—An old established grocery and provision stand, doing a good business. Will sell to a quick buyer for the low figure of \$1,250. Property can be bought at a low figure. West Philadelphia. A. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Loga, Philadelphia, doing \$400 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000, catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

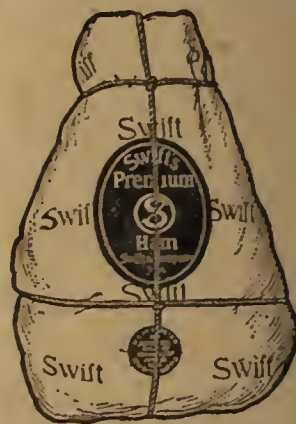
No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

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927 Arch Street Philadelphia, Pa.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
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Write, call or telephone.
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The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

These trade-mark cross-links on every package
GLUTEN FLOUR DIET FOR DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity and ills arising from excess of Uric Acid
Rich in Protein. Ask your physician. Leading grocers.
For booklet or sample, write

FARWELL & RHINES, Watertown, N.Y., U.S.A.

Anker's
Bouillon Capsules

SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET NEW YORK

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Published every
Monday.

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Circulates in every
State of the Union
and Canada.

AND

General Merchant

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Editor.
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Twelve Thousand Pounds of American Tea Grown this Year—Goes Largely to South

Department of Agriculture Makes Statement for the "Grocery World and General Merchant" as to Where the Increasing Crop of Our Own Tea is Disposed of. Sells Largely in South, Somewhat in West and to Some Extent by Mail Everywhere.

In various newspapers throughout the country the following item has recently appeared:—

Washington, Nov. 4.—The Government's experiments in tea farming this year were highly satisfactory to the Department of Agriculture officials. On the 100 acres in South Carolina, where the Bureau of Plant Industry is conducting the work, there were produced this year about 12,000 pounds of tea, worth fully \$1 a pound.

The increased demand in the Southern States for this American tea has produced a nearby market for all of it.

This journal felt a curiosity to know what became of this six tons of American tea. So far as could be learned, none of it is sold in Philadelphia, even in the best stores, which are always up-to-date as to such things. More than this, the writer has never

heard of its being offered to the general trade at all. The Department of Agriculture was therefore asked by this journal to state where the 12,000-pound crop of home-made tea was disposed of, and the following communication has been received on the subject:

The report that the tea crop on the experimental farm at Summerville, S. C., this year amounts to about 12,000 pounds is correct. The price of tea varies somewhat, according to the process used and according to the type of leaf. The finer leaf is made into a tea which brings the higher price, the coarser into tea which is somewhat cheaper. This tea goes to retail dealers who, in cases, have built up a tea trade consisting almost exclusively of American tea. The popularity of the tea has increased in the last few years in the South, which section of the country now takes a considerable part of the crop. Formerly the Pacific coast was one of the more

favorable sections, but this Pacific coast demand called largely for green tea, which is now made in less quantity at Summerville than formerly. Indeed, the tea users of the region into which this tea goes seem to be more and more inclined toward black tea. There is a small mail order business done with customers in New York and other Northern cities, consisting chiefly of wealthy people who have become acquainted with American tea while visiting Summerville, this being something of a winter resort.

Dr. Charles U. Shepard, of Summerville, S. C., can give you further details on prices in case you care to look further into that feature of the matter.

We have a fairly exhaustive bulletin dealing with this Summerville experiment, and it should be available in the course of the next month or two, it being now on its way through the press.

Scarce and High Pea Seed Will Make 1912 Canned Pea Prices Higher.

Seed for 1912 Crop is Bringing Twice as Much as Usual, Due to 1911 Crop Failure. Packers Say They Must Ask Five to Ten Cents More for Next Year's Pack.

The scarcity of peas, and the consequent short pack, as reported from time to time in this journal, is likely to affect the production of canned peas for at least two years to come. This is be-

cause the stock of pea seed has been made scarce by last season's crop failure, and not only costs a very high price, but is hard to get at any price.

The present market for sweet pea seed is about \$8.50 per bushel as against a normal price of \$4 to \$4.50. Alaska seed is quoted at \$6.50 to \$7.50, against a usual figure of \$3.50. These prices for seed will inevitably mean a difference of several cents per dozen in all grades of canned peas. Seed is not a thing that can be waited for until the growing season—it must be contracted for in advance, in order to insure having it when the season opens. The fact that the seed is actually commanding the higher price means that packers will be obliged to charge a higher price for peas packed in 1912.

As a matter of fact, they are already asking more. A few Western packers are quoting prices on the next pack ranging from 5 to 10 cents above last year's opening. Even the advanced future price, however, is 20 to 25 cents below the present very high spot price.

New York Women Are Being Sickened on Grocers

A New Women's Organization Which Will Inspire Women to Pry Into Condition of Grocery Stores. Chief Promoter Accuses Grocers of Boosting Prices to Well-dressed Customers. No More Handled Pickles if the Plan Succeeds.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

November 15, 1911.

Readers of this journal will remember the dispatch sent over last week and published regarding the formation of a market club in Brooklyn by a Mrs. Bleeker Bangs, the purpose of which was to buy food products in large quantities to be distributed at cost among the members. This week I have heard of another women's organization that may also have some effect on the grocer's peace of mind. It is called the Housewife's League, and is being backed by some prominent women affiliated with other women's clubs.

I have obtained from Mrs. Julian Heath, one of the chief pro-

moters of the League, the following statement of its purposes:—

What we want is that each woman will watch the market and know the prices of foods in their fluctuations and bargain accordingly. She should know if her groceryman's shop is clean, for instance, and if produce there is handled in a sanitary way. She should visit the man who bakes her bread and cakes, who washes her linen and demand to be shown through the place in order to satisfy her mind as to what conditions are.

We are trying to reach women in groups of ten in this work. For instance, we are writing to all women's clubs asking that the plan be put before their members. Each woman in turn is asked to discuss the question with nine of her neighbors or friends, and to organize against the machinations of the middleman.

In this way we hope to have an endless chain, which will, in time, extend over the whole of the United States, but we must have individual effort. Women get together and say, "The trusts are awful." "Prices are going up all the time." "I get

shortweight at such and such a store," etc., and that is all they do.

A woman told me the other day that in a certain store she ordered pickles. The man put his hand into the barrel to get them. She didn't think it was a sanitary way of doing things. I asked her what she had done in the case. She said, "Nothing." And she is an example of what most women are doing these days—or rather not doing.

The Market Club organized by Mrs. Bleeker Bangs is a splendid scheme, in so far as the reduction of bills is concerned. Where one woman buys for five or six, and gets wholesale prices, there is possible a great saving. But do the other women get a line on prices? Do they know what conditions exist in shops, and are they not shifting the responsibility to the shoulders of one woman?

In many cases the middleman sets his prices in accordance with the appearance of his customers.

I have seen many a shopman look as his customer when she orders a box of cocoa, for example, and if she is well dressed boost his price a couple of pennies. Personally, I have always kept a close watch on market quotations. One morning the boy who comes for my order told me cocoa was 24 cents. I told him it was 22 cents. He argued with me for a moment and then said I could have it for 22 cents. I told him he was not doing me a favor by coming down in the price, because I knew the market value.

I then went to his employer and told him I should have to withdraw my custom if he insisted upon putting up the price of articles he sold me. He claimed he did not do so, but after a few moments'

argument he said benevolently that if at any time I wasn't satisfied with the price of a purchase he would reduce it. Which, of course, is nothing but an acknowledgment of wrongdoing.

A woman just called me up today to tell me of an episode at the butcher's. She said she ordered chopped meat, which she saw weighed while still in chunks. It was a pound. She received half a pound of chopped meat and went back immediately with it. The man insisted she had full weight. She told him to look in the grinder, which he did. He turned the crank and half a pound emerged. That is one phase of the shortweight question which I think the commission has not yet gone into thoroughly enough.

FRED. A. MAGILL.

California tomatoes are still in market, and are averaging \$2.50 per 4-basket carrier. The demand is not large.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

Cold Weather Specialties:

Fresh Sausage, Scrapple, Soupe, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

With Only One Writing **the McCASKEY SYSTEM** The End of Drudgery

find that their customers ask for their saleslips—the itemized accounts of their purchases—showing the total amount due. *They want to know what they owe.*

☐ The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge *(if he fails to write the slip, the customer asks for it).*

☐ It is an automatic credit limit.

☐ No merchant can afford to be without it—it is sold on easy payments if desired and pays for itself.

☐ Information is free. Write for catalog to-day.

☐ The McCaskey System cuts out useless bookkeeping. It keeps every account posted and totaled to date. It is an automatic collector. It furnishes proof of loss in case of fire.

☐ It flags the merchant at every danger point.

The McCaskey Register Co.

ALLIANCE, OHIO

Agencies in all Principal Cities

Manufacturers of the famous McCaskey SURETY Non-Smud Duplicating and Triplicating Salespads and single carbon pads in all varieties

The New York Letter

American Specialty Manufacturers' Convention. Fixing What to do With Swelled Canned Goods. Association for Promotion of Food Purity Holds Annual Meeting. Diamond Match Company's New Selling Plan. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, November 17, 1911.

With a gratifying attendance and much interest in the proceedings, the third annual convention of the American Specialty Manufacturers' Association assembled Thursday morning in the Sun Parlor of the Waldorf-Astoria. All arrangements had been completed for smoothly carrying out the programme, beginning with the annual address of President Walter H. Lipe and embracing addresses by a number of men representative of the various branches of the trade.

The convention lasts two days and closes with the session of Friday afternoon. The election of officers is to take place at the executive session Friday.

About nine-tenths of the firms and companies in the association were represented at the convention.

The first day's session was given up largely to the addresses of officers and reports of committees. These were received with interest and enthusiasm and the utmost good feeling was shown throughout the day. The principal addresses and reports follow:

ADDRESS OF PRESIDENT WALTER H. LIPE.

Fellow Members and Guests.—The operations of the association so far have shown that the trade factors with whom our members deal are, as a rule, considerate and readily recognize the equity of the principles for which we, as an association, contend. The past year has, it is a pleasure to state, evidenced a much extended recognition by the allied trade factors of the justice of our cause.

Our agreement is now in effect with the very largest number of the jobbers throughout the country. Indorsement of our trade policy by various units among these distributors since our last annual meeting has been in the most emphatic form. And acknowledgments from them of the very greatly improved conditions which have resulted from the work of the association have been equally positive.

REPORT OF EXECUTIVE COMMITTEE.

An amended form of salesman's agreement was adopted by us and ordered to be issued to the members in place of the former one. This agreement is more equitable and satisfactory in its provisions, and

is being used more generally for that reason.

Early consideration was given by us to the desirability and means of further improving the handling by jobbers under the terms of our jobbers' agreement of orders turned over by members to be filled from jobbers' stock. It is a matter of record that, prior to the organization of the association the percentage of loss on manufacturers' orders submitted for filling from stock was very great indeed, and that this loss made the net cost of detail specialty business very greatly higher to the manufacturers than due consideration on the part of jobbers in handling of such business would have imposed.

The general effect of our agreement with the jobbers reduced the percentage of loss on specialty orders of our members materially, but, in the judgment of your committee, the adoption and use by our members of a specified form for submitting orders would result in even further improvement with respect to the filling of these orders and would also serve to make more effective compliance by the jobbers with the terms of our jobbers' agreement.

Accordingly, after prolonged consideration as to the relative merits of various forms designed for this purpose, we agreed upon what is believed by us to be a thoroughly practical method for securing improved service from jobbers on orders against stock. This form was decided upon as giving the least possible trouble to jobbers in executing it, consistent with the accomplishing of the desired result.

Samples of the form were prepared and issued to all members, with a full explanatory letter detailing its advantages and urging its adoption by them, subject to any immaterial changes necessary to meet the requirements of their individual needs.

Attention is called to the fact that the form provides for a formal acknowledgment by the jobbers of the receipt of enumerated orders accepted by them, and for the prompt return, with the receipted form, of the declined orders, and that, as stated on the blank, the accepted orders are to be filled by them in accordance with our jobbers' agreement. In this way, when a jobber has signed the agreement, his attention is directed to that fact in connection with each order accepted by him; and when a jobber has not signed the agreement, the form will still serve as an acknowledgment by him and will also indicate to such jobber the expectations of the manufacturer with respect to the handling of the orders accepted and enumerated on it.

The form is also designed to give members a systematic and concise record of orders placed by them with the respective jobbers, by mail or personally; enabling them to follow them up all the more readily and to promptly check off those that are returned as filled.

A number of our members have put this form into effect and others have advised that they will do so as

soon as their present supply of individual forms for submitting detail orders is exhausted. Its use has given rise to no objection on the part of the jobbers, and those members who are using it have found that it subserves well the purposes for which it was designed.

The necessity for a concise and brief statement of the objects, methods and accomplished results of the association, for use in soliciting the membership of desirable companies, was brought to our attention, and by our direction such a pamphlet was prepared and has been in use for some months.

Respectfully submitted,
WALTER H. LIPE,
LOUIS H. SOULE,
C. E. PICKETT,
J. A. WHITTAKER,
E. E. GRIDLEY,
EDWARD A. KERR,
Executive Committee.

SECRETARY'S REPORT.

New York, Nov. 15, 1911.

To the Board of Directors.

Minimizing the high cost of securing and handling specialty business was one of the prime objects for the association's organization, and it is well, therefore, to consider what progress has been made toward the accomplishment of that purpose since our last annual meeting.

It is recognized that three elements must be considered in this connection.

The first of these is the loss sustained by the manufacturer when business, secured at considerable expense to him, is nullified by the action of the wholesale distributor in not executing promptly, for one cause or another, bona fide orders accepted by him for delivery from his stock. This detrimental condition was widespread and general when, upon the organization of the association, foundation was laid for its correction by the adoption of our jobbers' agreement, providing for the prompt delivery by the jobbers signing it, without confirmation, of all orders bearing the association's stamp, accepted by them and the prompt return to the manufacturer of all such orders declined by them.

The task of securing the signatures of jobbers throughout the country to this agreement has been a long and arduous one, entailing large expense upon the association, and in the accomplishment of which to date all possible appropriate agencies have been utilized. A very considerable measure of success has attended the work in this particular during the past year. At date we have on file the signed agreements of 2,167 jobbers out of an approximate total of 2,500 throughout the country, about 800 having been secured during the last eight months. The uncompleted portion of this work is having active attention.

The first and principal step was to get the jobbers to sign the agreement, thus committing them to the plan it provides. And, in order that the agreement might not grow stale with the jobbers and to emphasize its advantages to both jobber and manufacturer and the purpose of the association's members to co-operate with those jobbers only who, having signed it, conform loyally to its provisions, some well-worded leaflets were distributed Nationally among the jobbers during the year through the association's members.

In this latter connection, the Order Submission Form, as fully explained in the report of our Executive Committee, is well designed

to constantly maintain before the jobbers their obligations as set forth in the agreement.

All of this work has resulted in the jobbers giving still greater improved service on specialty orders, and, in the largest number of cases, those of them who have signed the agreement have lived up to their obligations by handling our members' orders in accordance with its terms.

It would be hardihood to say, however, that conformity with the agreement among those jobbers who have signed it obtains in every individual case. But through our auxiliary associations and in other ways, we have kept in touch with this matter throughout the country, and when it has been brought to our attention that any jobber was not living up to the terms of the agreement, appropriate and effective action was taken, resulting in most every instance in checking the breach.

In a number of instances wholesale distributors have inaugurated special departments for the handling of manufacturers' turn-over orders, and several of them have within the last year, become so anxious for this class of business, because of the much improved conditions in respect to it, that they have issued letters to the manufacturers explaining that they are giving special attention to turn-over orders and are filling same promptly and without confirmation.

The saving to our members in the cost of detail specialty business which has resulted from the improvement in the handling by the jobbers of this class of orders can only be fully appreciated by those who have opportunity, by careful investigation, to gauge it. Appreciation by our members of this much improved condition has been evidenced by correspondence had with them generally on this subject during the year.

The second of the three elements of cost that is to be considered is the loss accruing from forged or fictitious orders.

Prior to the organized effort of this and of kindred associations, the jobbers generally looked with doubt and suspicion on most detail specialty orders submitted to them, because experience has proven that a large percentage of such orders were not genuine. Retail grocers had lost confidence to a very large extent in the specialty salesman. As a result, too, of this lack of confidence on the part of both jobber and retailer, the honest specialty salesman was seriously handicapped by the acts of his unscrupulous brother salesman.

The former lax method of handling detail specialty orders by the jobbers made generally uncertain detection of the dishonest salesman, and not only encouraged the latter to continue to ply his injurious methods, but caused other salesmen, who were easy to be led astray, to emulate his example. Under the improved method of handling specialty orders, the profit guaranteed by our agreement on non-genuine orders of our members makes it an object for the jobber to promptly report to the manufacturer a declination by a retailer because of alleged non-genuineness of an order. This expedites and facilitates investigation by the manufacturer, resulting in a much quicker and easier detection of a guilty salesman.

All of this has made possible the securing of specialty business under much more favorable and profitable circumstances, and has served to also largely eliminate the "fake"

salesman, thereby raising the standard of specialty salesmanship. The importance to our members of this is clearly indicated by the fact that, roughly estimated, they employ in the aggregate about 4,000 detail men, most of whom are faithful employees and are co-operating with us to bring about the complete elimination of the unreliable among their number.

Constant vigilance is necessary, however, to fully eliminate and keep from the ranks of the salesmen of our members dishonest characters, and to this end formal plans have recently been evolved and have had the approval of the Board of Directors.

The third of the three cost elements to be considered is declinations by retailers on good orders.

The retailers generally, prior to the organization of this association, did not realize their obligation to give orders for goods with a purpose of always accepting upon delivery. This condition has been very largely ameliorated as a result of the campaign of education which has been carried on among the retailers throughout the country. This result is well evidenced by the fact that in view of the guarantee afforded by the stamp of the association, jobbers generally now readily accept for delivery, without confirmation, detail orders of our members, thus indicating their faith that the retailer has given due consideration to the purchase and will accept the goods. During the past year a number of jobbers have advised us that declinations by retailers of deliveries on good orders of our members have been so greatly reduced as to now make in the aggregate an almost inconsiderable quantity in sales' cost.

This later improved condition has been accomplished in part through the co-operation of the trade press and the retail grocers' associations.

The personnel of the retail trade, however, is so large and subject to such frequent changes that it will be necessary to keep actively before it the principles of the association concerning it in particular in order to progress and not retrogress.

PUBLICITY COMMITTEE'S REPORT.

November 17, 1911.

Gentlemen:—With your assistance we have endeavored to make our association widely and favorably known to the wholesale and retail trade, as well as to the trade press and to other specialty manufacturers.

In doing this we have issued 200,000 envelope inserts, have addressed frequent letters to the entire membership of the association urging more general use and publicity of our stamp, etc., and in response to our suggestions the members of the association have sent several thousand letters and circulars to the trade, calling attention to the principles and to the work of our organization, and several wholesale grocers have issued letters of commendation and indorsement to their salesmen and to other manufacturers.

The trade press have also been very cordial in their support and have printed a number of articles commending the square deal which we are giving the retailer and the wholesaler.

On investigation we found that trade press conditions were not satisfactory either to the publisher or to the buyer of advertising space, and that the buyer of trade paper publicity, because of lack of comprehensive and reliable information about circulation, etc., frequently

avoided trade papers or discounted their statements of circulation and bought space accordingly.

We believed that the members of this association were entitled to full and accurate information regarding trade papers soliciting their advertising patronage, and that the trade press, like other mediums of publicity, such as newspapers, magazines, street car advertising, bill posting, etc., would welcome a central and natural clearing house for their statements, and we, therefore, drafted a form of statement, copy of which we attach herewith, which, in our opinion, met the requirements of both the buyer and the seller of trade paper space.

This statement form, together with a letter of explanation, was sent to fifty-eight trade papers of the United States and Canada. Two subsequent letters were sent to those who did not respond, and we are pleased to report to you that we have received statements from forty-one of the most important publications.

It is a part of our plan that these original statements be kept on file in the offices of the association at New York and that sufficient duplicate sets be made up and bound so that they could be loaned, in confidence, to members of our organization.

Another part of the plan is to keep in our New York office a file of each trade paper. This file will contain sample copies of the paper, a copy of their trade circulation statement and such clippings as we shall from time to time cut from this particular publication, and also any other matter that would be of interest to this association or to the buyer of trade paper advertising space.

We are thoroughly convinced that with the assistance of the information now being accumulated the members of the association will have more confidence in trade paper advertising than they have had in the past and that they can use this method of publicity more economically and more intelligently than heretofore.

We request that solicitors for trade paper advertising be always asked by our members whether or not our association statement has been filed with our secretary.

We recommend for the favorable consideration of the individual members of our organization the trade papers who have willingly submitted complete statements on our official form.

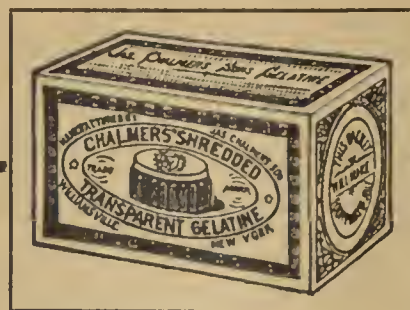
We respectfully recommend that a new Publicity Committee of five members be authorized by this convention and that they continue the work with the trade press which has been commenced by your Publicity Committee of the past year; and we further recommend that they systematically check up the support which they are getting from the members of our organization by the use of our stamp on order blanks, sales circulars and other communications, and that they endeavor to get increased support in this direction, for we have found that the details of our agreement with the jobber are frequently forgotten, and the liability of the manufacturer, the retailer and the wholesaler is often overlooked unless each branch receives frequent reminders of its responsibility and advantages.

Respectfully submitted,

A. M. ALEXANDER,
NEWMAN HAMLINK,
CRAIG ATMORE,
ROBERT R. CLARK,
CHAS. T. LEE,

Chairman.

(Continued on page 23.)



Will You Help These People Get What They WANT?

☐ Hundreds of consumers are revolting against "ready-made" desserts—the highly-colored things that are supposed to save labor.

☐ They are ready to turn to pure, old-fashioned gelatine more eagerly than ever before.

☐ Put *Chalmers' Gelatine* in their way and the sale is made. *Chalmers'* has always been the best of the old-fashioned pure gelatine. Nothing but the very finest materials have ever been allowed to go into it and no consumer who tasted it side by side with other gelatines has ever taken the other.

☐ Nor has any grocer ever complained at the profit *Chalmers' Gelatine* paid him.

JAMES CHALMERS' SON

WILLIAMSVILLE, N. Y.

H. P. TAYLOR, JR., SALES AGENT, RICHMOND, VA.

WITH THE EDITOR

Some correspondence has recently passed through the writer's hands which concerns the always vital question of distribution—when, if ever, is the producer justified in selling consumers over the dealer's head. The names have been withheld.

The following is from a Philadelphia retail grocer:—

As you know, the _____ concern had a wagon on the streets of Philadelphia for a few weeks advertising their new product and distributing tickets, whereby a party buying one package could get another free of charge. These tickets had to be signed with the full name and address and handed to the retailer. Through the tickets the concern got the names of all the people that tried their goods, and now they are calling on them, asking whether they can serve them direct, claiming that they serve them with better, fresher goods than they would get from the dealer.

The above, when submitted to the manufacturer in question, brought the following answer:—

It is true we are canvassing throughout Philadelphia and we encourage consumers to purchase through the grocery store. This ad. costs us a great deal of money, and our idea is to get as many people as possible to buy our goods at the grocery stores, but you know, some people will not deal at the store, and these people we must serve from the wagon in order to get their trade.

At the same time we are doing a great deal of advertising through the grocer, and have an extensive plan mapped out to encourage the sale of our bread through the stores. You know that if we did not draw the attention of the public to our goods, as well as make them popular with the storekeeper, they would not sell. It is impossible to depend entirely on the efforts of the grocer, and we want to help him in every possible way. We do not want to do anything that is not to his interests, as well as to our own.

This manufacturer scarcely makes his case as clear as he might. If he had plead that it was his right to sell direct to consumers whose grocers would not stock his goods, he would, in the writer's judgment, have stated an unanswerable proposition. All that a manufacturer can be called upon to do is to give the grocer the first chance to fill orders which he, the manufacturer, gets. If the grocer refuses them, then the manufacturer has every right to fill them himself.

This manufacturer doesn't plead this, however, he pleads a totally different proposition. He says he *must* sell direct to consumers who "will not deal at the store." As a matter of fact, must he do that, or can he do it with any right? The writer believes not. The excuse, "will not deal at the store," doesn't sound plausible, anyway. Every consumer has to buy something at a grocery store—why not bread? Of course, the manufacturer may have himself supplied the reason for not buying bread there, by saying what this retailer says he said—"We can sell you fresher goods." If this manufacturer has done that he has done an exceedingly unfair thing. As long as he retains the retailer as his main distributing medium, he has no right to bring in competition with the retailer, his own superior facilities for supplying fresh goods quickly.

The writer believes, as a general proposition, that the manufacturer has the right to sell the consumer direct only under two conditions: First, after orders from the consumer have been turned down by that consumer's grocer; and, second, when the consumer buys in large quantities. To sell the consumer, *and to sell her in retail quantities*, merely because that consumer says she would prefer buying of him than of the dealer—which consumers would naturally always do—is, in the writer's judgment, as unjustifiable act.

Things apparently small and trifling often have a remarkable effect upon the success of an article of merchandise. Take for example a case related to the writer during the past week. A soap manufacturer evolved a brand of laundry soap. It was marketed in a long, thin cake and attained, by constant pushing, a moderate demand. Upon somebody's suggestion, the shape of the cake was changed from long and thin to short and fat—practically the form which has come to be the

standard laundry soap size and shape. Instantly the sales increased, until to-day, but a short time from the days of the long thin cake, the demand is *twenty times* as great. No methods of exploitation have been used that were not used before, so that the increase is credited absolutely to the change of shape and that alone.

The explanation when one hears it is simple and perfectly logical. All soap wears in the middle. The middle of the long thin cake was of course thinner than the middle of the usual cake, and wore through sooner, leaving two thin ends which did not appeal to the housewife. The present cake contains the same quantity of soap as the old cake, but it will wear twice as long and therefore sells twenty times greater.

Experts at marketing merchandise, or rather at getting merchandise ready to be marketed, know how vital an influence the shape or size of a package may have on the result, but nobody but experts has the slightest conception of the importance of such things.

Reputable vinegar manufacturers and everybody else interested

Vinegar Frauds. in honest food will welcome the the effort taking shape from

Washington to eliminate the frauds of the vinegar business. Nowhere is fraud more extensive,

the reason being that the vinegar chemist can build up a grade of vinegar from artificial ingredients which satisfies the nominal requirements of the law, and cannot be *surely* told under chemical analysis from the genuine article. Hundreds of gallons of bogus vinegar are being sold to-day merely because chemical science has not yet reached the point where it can detect the fraud.

For instance, the law requires pure cider vinegar to show 4 per cent. of acidity, and a certain percentage, varying under different laws, of what are known as solids. The vinegar manipulator will buy very strong vinegar, such as will show, for example, *six* per cent. of acidity. He will then add water to get it down to 4 per cent., and if the water reduces the percentage of solids below what the law requires, he will add enough artificial solids to bring it up. Under chemical analysis this vinegar will show legal percentages of both acid and solids, notwithstanding the fact that it is in every sense a spurious and doctored product.

The market is full of this fraud and several variations upon it. It is one of the few remaining forms of food adulteration which stand out against chemistry. However, there is information that Washington is working night and day to get around the problem and every honest manufacturer and tradesman hopes for complete success.

“I Belong to Some Clubs that I Think so Little About that I Would be Perfectly Willing to Introduce My Grocer Into Them”

In other words, the clubs don't amount to anything—they have no social standing, or so little that even a grocer could enter them without their losing caste.

The words above quoted I take verbatim from an article in the

November "American Magazine," written by a staff contributor who calls himself "Worldly Wiseman." He is writing on club life.

Why do so many people find it fitting to sneer at the grocer's social standing? Why is there a

popular idea that a man in the grocery business is only a little better than a barber? Everybody who reads the magazines sees such references made over and over again. The feeling that they express must have had some beginning and some foundation—what can it be?

Is there anything in the grocery business which prevents a man from being a gentleman and enjoying good social connections and associations? Is it a trade which like that of official hangman, involves the instantaneous and inevitable loss of social caste? The questions are foolish! Of course the answer is no, and yet in spite of the very confident answer a number of persons—this New York magazine writer, for example—appear to have some reason for thinking the contrary.

Is the grocery business undignified? Can't a man sell the people's food and retain his self-respect? Is the selling of food lower in the social scale than the selling of jewelry, or the selling of drugs? Where is there the slightest suspicion of a reason to answer any

of these questions in the affirmative? And yet in spite of the utter absence of all reason, there is a considerable number of persons who obviously regard a man in the grocery business as socially outclassed. He can associate with other grocers, but as for associating with *me*, they say—you have no right to ask it of me. "The man is a *grocer*!"

I have always been entirely unable to get at the bottom of this feeling, though I know it exists, and I have met some people who had it. Even these have been unable to explain it to me or to give me any intelligent reason why they felt as they did. Nevertheless, these impressions that are mere impressions, and rest on no reason which can be uncovered and logically argued, are often the hardest to eradicate.

It is true that very often grocers are careless about their personal appearance, their dignity and their language, and allow themselves to be pushed without protest into a position of inferiority. But these are in the infinitesimal minority. Doing business all around them are men of the

greatest dignity, men of family and of substance, of cultivation and of education—men fitted to associate with the best because they are of the best themselves. These men have the right to feel deep resentment at such slurs as that in the "American Magazine," and to register a protest against them in every way they can.

I have sent a copy of this article to the editor of the "American Magazine," though I don't expect him to do anything about it.

E. J. B.

Where Do You Buy Your Lamp Chimneys?

If you don't get in touch with R. E. Tongue & Bros. Co., Inc., of Philadelphia, on lamp chimneys you are losing an opportunity to save money.

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

NOTICE!

If you do not already use a



Dreyer Automatic Banana Rack

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON

2256 West 95th Street
CLEVELAND, OHIO



Sale Guaranteed

The Quality of **MORNING GLORY SELF-RISING BUCKWHEAT FLOUR** has made it so popular that the sale has increased 3 times in 3 years. And we **GUARANTEE ITS SALE**; if you have any left at the end of the season we'll take it back and pay you cash. **BUT**, we can't guarantee

the supply, so you would better **ORDER NOW.**

Write for our plan that will double your buckwheat sales and profits.



Contributed.

President of Flavoring Extract Manufacturers' Association Tells Why Manufacturers Should Oppose Parcels Post

Will Strike the Country Retailer and thus Strike the Prosperity of Hundreds of Small Towns. Remedy for High Transportation Charges is Disciplining of Express Companies.

One of the members of the Flavoring Extract Manufacturers' Association, of which I am president, some time ago, when I sent out a circular concerning the proposed parcels post, criticized my action in this connection, stating that we should confine our efforts to the legitimate affairs of the organization. But I believe this is of as much importance to us as anything connected with the formulæ of our goods, because, in the event of the adoption of the parcels post delivery system, the flavoring extract manufacturers will be compelled to change their present methods of doing business, and go more or less into the mail-order business, and you know what this would mean.

In a recent editorial in the "Pharmaceutical Era" appear the following paragraphs:—

The direct sufferers from parcels post would be the hundreds of thousands of small retailers in every section of the country, who would be directly taxed to benefit a few huge corporations, in addition to losing a large percentage of the business rightfully theirs from location, investment and years of honored and satisfactory service of the public.

It would affect the prosperity of every small town in every State of the Union by deflecting business and diverting cash to the business centres, centralizing the wealth of the nation in a few banking institutions and curtailing the means of livelihood of hundreds of thousands of home-earning, tax-paying citizens.

Some expressions emanating from the Washington authorities show that they are most anxious for the introduction of the parcels post, and they have a habit of getting their way about things. Therefore every manufacturer, jobber and retailer, in whatever line of business he may be engaged (unless doing a direct mail-order business or publishing a magazine which carries "ads." for catalogue houses) should be up and doing, and should endeavor to get in touch with his Congressional representative regarding this issue.

Travelers in England, Germany

and France are struck with the absence of stores in the smaller towns, and particularly in the country. Such stores cannot live in competition with a parcels post, and yet the parcels post is detrimental to the people at large.

Some argue that the farmers and inhabitants of the smaller cities can get their goods cheaper, but fail to take into consideration the fact that such citizens get their credit to tide them over tight places, and sell their products either for cash or in exchange for merchandise at these self-same local stores.

Most farmers do not sell their products in large or carload lots, which would justify them in shipping to the centres of trade, but they sell their goods in small quantities, usually to the little crossroads store. The profit made by the small storekeeper in town or country goes right back among the people from whom it came. He and his have to live, and improvements which he makes are paid for to persons in the locality, and the money is not withdrawn from the smaller places, but circulates back and forth in the vicinity, to the prosperity of all.

The adoption of a parcels post means centralization, far greater even than we have now, of wealth in great cities, and a practical monopoly in business by large houses.

Who would exchange the conditions in suburban and rural America to-day for the conditions either in England, Germany or France, to which the supporters of the parcels post point with such pride?

Talking personally with mail-order dealers, I have never yet heard one produce the argument that if the Interstate Commerce Commission would take the express companies in hand and force them to lower their rates to reasonable figures that a fairer and

better deal would be given the people at large. This is one of the urgent needs of the times, and not a parcels post, which would aggrandize the few at the expense of the many, and the big city at the expense of the small towns and rural districts.

W. M. McCORMICK,
President Flavoring Extract
Manufacturers' Association.
Baltimore, Md., Nov. 13, 1911.

Government Finds Dried Fruit in Very Bad Condition.

Seizes Evaporated Apples, Peaches and Prunes and Finds All Violating Federal Food and Drugs Law. Coffee and Peanuts Also Tried and Found Wanting.

The following reports of cases of adulteration and misbranding under the Federal food and drug law have been sent to this journal by the United States Department of Agriculture:—

JUDGMENT No. 912—MISBRANDING OF MARASCHINO CHERRIES.

On or about November 9, 1909, Isaac Rheinstrom, Maurice G. Rheinstrom, Robert I. Rheinstrom and Walter L. Bodman, trading as the I. Rheinstrom & Sons Co., Ludlow, Ky., shipped from Kentucky into New York a quantity of a food product labeled: "Imperial Brand Maraschino Cherries, Artificially colored. * * * Cherries in Maraschino * * * Serial No. 3,999, Pure Food Guarantee." Samples were analyzed and the product was found to contain no maraschino.

On October 18, 1910, the defendants entered a plea of nolo contendere to the above information, whereupon the court imposed a joint fine of \$5.

JUDGMENT No. 940—MISBRANDING OF FLOUR.

On or about February 22, 1910, the Wall-Rogalsky Milling Co., McPherson, Kan., shipped from Kansas into Pennsylvania 830 sacks of flour labeled "Camellia Flour Co., Camellia, Pittsburgh, Pa." Investigation showed that the product had been manufactured by the Wall-Rogalsky Milling Co. at McPherson, Kan. As the above investigation and report thereon indicated that the product was misbranded, the claimant was compelled a file a bond to put the proper place of manufacture on the label.

JUDGMENT No. 934—MISBRANDING OF EVAPORATED APPLES.

On or about October 13 and November 14, 1910, the Wallerstein Produce Co., Richmond, Va., shipped from Virginia into Kentucky two consignments of dried apples; the former shipment consisted of 25 cases of dried apples, each of which cases contained 48 cartons labeled: "Dime Brand Choice Evaporated Apples—Good Value—Packed by Wallerstein Produce Co., Richmond, Va.," and the latter contained 35 cases of dried apples, each of which cases contained 48 cartons bearing labels identical with those above set forth, 50 boxes weighing 50 pounds each, labeled: "Sun Brand Choice Dried

Apples. Packed by Wallerstein Produce Co., Richmond, Va. 50 lbs. bulk," 450 bags of 50 pounds each, labeled: "Sliced Dried Apples—50 lbs.," and 50 bags of 100 pounds each, labeled "Sliced Apples—100 lbs." Samples from these shipments were examined and the products contained in each of the above described lots was found to be a common grade of sun-dried apples.

The claimant gave bond to remove the word "choice" from the label.

JUDGMENT No. 945—ADULTERATION OF SHELLED PEANUTS.

On or about October 28, 1910, the Franklin Peanut Co., Franklin, Va., shipped from Virginia into Maryland 20 bags of a food product labeled "No. 2 Virginia Shelled Peanuts." A sample was examined and 28 per cent. of the nuts were found to be worm eaten and 2 per cent. shriveled and decayed.

The claimant gave bond to clean.

JUDGMENT No. 946—ADULTERATION OF EVAPORATED PEACHES.

On or about January 1, 1911, A. B. Seeley & Son, Elizabeth City, N. C., shipped from North Carolina into Maryland nine boxes each containing approximately 50 pounds of evaporated peaches; four of said boxes were labeled "Oro Brand Peaches, Packed by California Fruit Canners' Association at San Jose, Cal., and five of said boxes were labeled "Honey-Suckle Brand Peaches. Packed by California Fruit Canners' Association at San Jose, Cal." Samples were examined by the Bureau of Chemistry, United States Department of Agriculture, and the sample from the product labeled "Oro Brand" was found to contain two live beetles, while the sample taken from the product bearing the other label was found to contain 20 live and 2 dead beetles and 8 live worms. The peaches contained in both samples were covered with insect excreta of several kinds and sugar mites, and with numerous yeasts.

The court ordered the whole shipment destroyed.

JUDGMENT No. 948—ADULTERATION OF PRUNES.

On or about December 8, 1910, C. W. Stevens Co., Elizabeth City, N. C., shipped from North Carolina into Maryland nine boxes of prunes, eight of which were labeled "St. Clair Brand Santa Clara Prunes. Packed by Haven & Co., San Jose, Cal.," and one of which was labeled "Cardinal Brand Fancy California Prunes," each of the above boxes containing about 25 pounds. A representative sample taken from the various boxes was examined and the product was found to be badly worm-infested and to contain a large amount of worm excreta, in addition to being shriveled.

The court ordered its destruction.

JUDGMENT No. 951—ADULTERATION AND MISBRANDING OF COFFEE.

On or about February 18, 1910, the Norton & Curd Coffee Co., Louisville, Ky., shipped from Kentucky into Tennessee a quantity of a food product labeled: (front of package) "Galt House Blend Coffee. Java and Mocha blended with other choice selected private estate coffees. Roasted and packed by Norton & Curd Coffee Co., Inc. Importers, Blenders, Roasters and Jobbers of high-grade coffees. Louisville, Ky." (Back of package) "Galt House Blend Sincerity Coffees. Fine flavor, delightful aroma. A blend of high-grade Java and Mocha, Norton & Curd

Coffee Co., Inc., Louisville." A sample was examined and the product was found to be a blended coffee composed of one-half washed Maracaibo and one-half Bourbon Santos, containing no trace of either Java or Mocha. The packers were prosecuted, found guilty and were fined \$25.

Court Says Merchant Who Violates Bulk Sales Law Can be Arrested Under Fraudulent Debtors' Attachment.

Pennsylvania Case Just Decided Rules Above. Retailer, Owing Unnotified Creditor, Sold Out, but Creditor Arrests Him on Fraudulent Debtors' Attachment and is Upheld by Court.

An interesting case has just been tried in the Pennsylvania courts, illustrating what can happen to the merchant who violates the bulk sales law, that is, the law which prohibits the sale of a stock and fixtures in bulk without first notifying the creditors of the seller. Similar laws are now in force in nearly all the States. The case in question occurred in Tioga County, Pa. The plaintiffs were Siegel Bros., wholesale dealers, and the defendant was a retailer named Kennedy. It ap-

peared that Kennedy owed Siegel Bros. \$171.14 for goods they had sold him. Without warning to them he sold his entire stock in trade to a man named J. E. Eberly, of Westfield, Tioga County, who at once took possession of it. When Siegel Bros. found that out they at once issued a fraudulent debtor's attachment against Kennedy, on the ground that he had made a fraudulent disposition of his property for the purpose of defeating his creditors. The bulk sales law, it will be remembered, provides that any sale of stock and fixtures in bulk shall be considered fraudulent as to creditors of the seller who were not notified.

The court refused to dissolve the attachment, as asked to do by Kennedy, but on the contrary held that fraudulent debtor's attachment was the proper remedy. The case is important as settling the point that where a merchant violates the bulk sales law by selling stock or fixtures in a lump without notice to his creditors, he can be arrested under a fraudulent debtor's attachment.

Pennsylvania Court Says Oleo Can be Yellow and Still be Legal

Criminal Case Against Gimbels and Eastern Provision Co. Managers for Unlawfully Selling Oleo Colored in Semblance of Butter, Results in Acquittal of Both Defendants. Jury Thought Oleo Sample Didn't Look Like Butter.

The status of yellow tinted oleo in Pennsylvania has apparently been settled, at least partially, by a case heard during the week in the Philadelphia Criminal Courts. The defendants were E. L. Smyser, manager of the grocery department of Gimbel Brothers' department store, and R. C. Dotson, manager of the Eastern Provision Co. Both had been arrested and indicted by the Grand Jury on the charge of selling oleo containing color, so as to give it the appearance of butter. Under the Pennsylvania oleo law this is a misdemeanor; the law provides that oleo shall not be sold, with or without a license, if it has been colored by any process in semblance of yellow butter.

For several years Gimbel Bros., the Eastern Provision Co. and several other dealers in Pennsyl-

vania have been selling oleomargarine colored yellow not by coloring matter but by one of the oils which it contained. This oleo looked much like butter, but the Dairy and Food Department hesitated to prosecute it, on the ground that the Federal Government acknowledged it to be technically uncolored. The butter men went after the Department so hard, however, that they finally brought the two cases against Smyser and Dotson. It was put up to the jury to say whether the samples of oleo which were brought into court looked like butter, and the jury thought they did not, for they acquitted both defendants.

This case merely establishes the fact that oleomargarine can be somewhat yellow without violating the Pennsylvania law.

LAMP CHIMNEYS



MR. GROCER:

It is now time to lay in your fall and winter stock of lamp chimneys and before placing your order elsewhere we would be pleased to quote you on our "LUSTRE" brand which will satisfy the most particular buyer. We carry a large stock of every shape and size and all are packed in cushion tubes wrapped in paper. The cut shown illustrates a package of our No. 2 Crimp top packed in this manner which almost entirely eliminates breakage, and does away with the dirty hay and straw. You cannot appreciate this until you have tried a few cases.

SEND FOR OUR ILLUSTRATED CATALOGUES

R. E. TONGUE & BROS. CO., Inc.

Allegheny Ave. & Amber St., PHILA., PA.

Bell Phone, Kensington 2698

Keystone Phone, East 172

Lamps, Lamp Chimneys, Lamp Goods, Oil Cans, Lanterns, Gas Mantles and Gas Lights of All Descriptions.

ELECTRIC PORTABLES—SEND FOR CATALOGUE.

Glassware, Crockery, Fruit Jars, Jar Rings, Tumblers, Jardinieres and Earthenware.

How Does the High Price of Coffee Affect You?

Now is the time Grocers using a ROYAL Roaster reap the advantage. They can continue to sell coffee at the same old price and still make as large a profit as before. With the other fellow who buys his coffee roasted it is different. He has been compelled to boost his prices—losing customers—and even then is making very little, if any profit.

ROYAL users buy their coffee green and thus save all middlemen's profits and roast it fresh as wanted. You know it's better fresh roasted, consequently larger sales—bigger profits.

Individualize your Coffee Department with YOUR OWN brands. Build up



OUR No. 5 ROYAL ROASTER

will increase your business and profits quicker than anything else you could install.

Get our complete catalog today. It tells all about the ROYAL SYSTEM, also the "free" aid of our Service Department—our easy payment plan, etc. Drop us a card. We'll gladly send it.

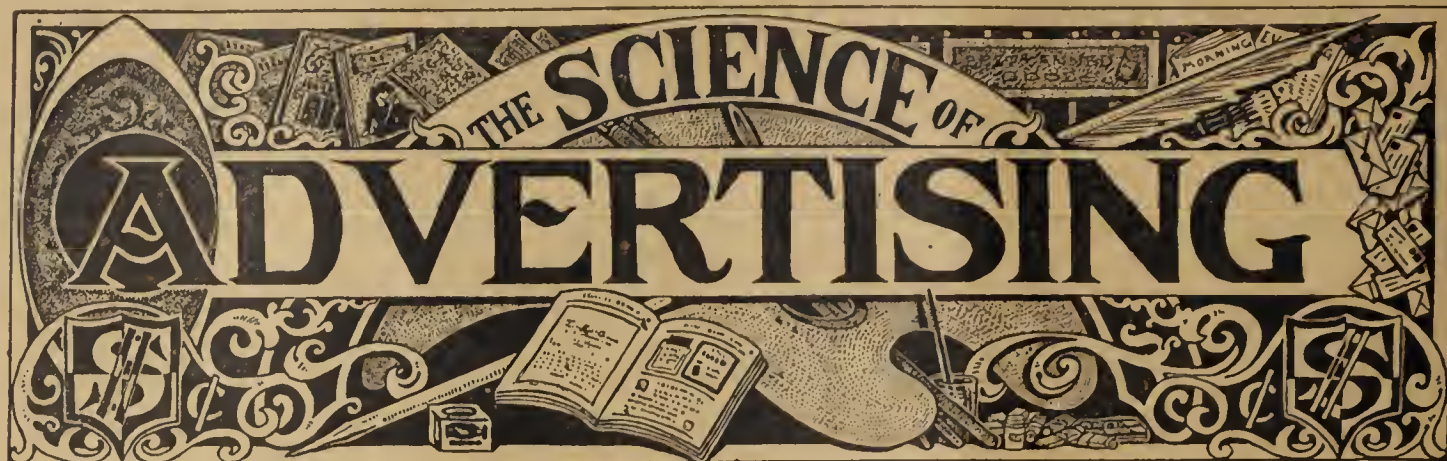


The Only Mill That CUTS the Coffee

THE A. J. DEER CO.

358 WEST STREET

HORNELL, N. Y., U. S. A.



Atlantic City, Nov. 10, 1911.
Editor "Science of Advertising."

Dear Sir:—I want to use a little series of advertisements for a new tea I am about putting out, and I have made several efforts to write them myself, without producing anything that satisfies me. I would be placed under obligation to you if you would kindly write me three small advertisements which I could use for this tea. It is a good grade of Ceylon, and I shall sell it at 60 cents a pound. It will particularly suit tea drinkers who like a heavy bodied drink. If you can help me out here I will appreciate it very much.

Yours respectfully,
R. O. W.

These ought to be small advertisements, in my judgment. There is nothing about tea to make it necessary to use a lot of matter in describing it—the quality and the price are really the main points. I suggest the following, which are intended for a space not over six inches single column:—

No. 1.

**This
Tea
Will
Warm
Your
Soul**

IT'S new with us—our **Plantation Ceylon**—just about the smoothest, mellowest, most fragrant Tea we've ever sold you. One cup will pick you up like wine, but without after effects.

60 Cents the Pound

No. 2.

**This
Tea
Gives
You
Something
To Go On**

OUR new **Plantation Ceylon**. A heavier Tea than most Chinas and and Japans—a hot cup of it is a mighty comforter. Fragrant as a rose garden and as smooth as a cordial.

60 Cents the Pound

No. 3.

**No
Dish-water
About
This
Tea**

OUR **Plantation Ceylon**—a strong, heartening hot brew of the most delightful nectar in the shape of Tea that we've ever sold you. It will particularly appeal to people who like Tea and not water.

60 Cents the Pound

Of course, getting results from advertising is always problematical, but I should expect these advertisements, if circulated through a good medium, to arouse some inquiry. A campaign like this, however, ought to get a good deal of help from the store itself. While the advertisements are running in the newspaper, I should cut them out, paste them on small squares of white paper and stick them on the glass of the front window. Use your marking brush to paint a plain black border around them, and underneath put something like "These Advertisements Are Now Running in ———."

The window should be full of the tea. Above the display there should be a sign something like this:—

**This is the New Tea
We Are Advertising**

I can't help you much with the window display, because that sort of thing isn't in my line. You can get ideas from the window dressing department of this paper. If the tea is in packets it should be easy to arrange a color scheme to harmonize with the colors of the package. At least one package should be open, and if you could work a little plan of putting a teapot in the window and running a small tube to it where it wouldn't be seen, through which you could run steam, you could get a striking effect that should help sell goods. I suggest again, however, that if you depend on the advertising alone, you'll probably be disappointed.

Please let me have more matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising

of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

**Nearly Ten Thousand Food and Drug
Samples Examined Under
Federal Law.**

The inspection force of the Bureau of Chemistry, Department of Agriculture, collected 9,500 official samples of foods and drugs during the past fiscal year, of which 3,280 interstate samples were found to be legal, and 3,111 misbranded or adulterated, while 503 check analyses were made to insure that correct results were obtained before recommending action on the samples. In connection with this work 5,370 hearings were held, less than half being by correspondence. There were 96-129 floor inspections made of imported products, of which over half were made at New York. A total of 9,698 imported foods and drugs were analyzed at these ports, of which number 3,085 were adjudged adulterated or misbranded and 1,268 were released without prejudice to future shipments. The miscellaneous samples examined at the branches aggregated 1,406, making a total of 18,000 samples.

Two Local Pennsylvania Associations Hustling After Dead Beats.

Jersey Shore and Ridgway, the Former a New Association, Devise Credit Systems. How Pottsville Association Keeps Its Members Together.

Special Correspondence of "Grocery World and General Merchant."

Erie, Pa., Nov. 15, 1911.

Charles C. Debenham writes from Jersey Shore: "We have formed a new association of 62 members and are busy getting out a rating system. We will come into the State Association about January 1st."

Fred. W. McFarlin, secretary of the Ridgway Business Men's Exchange, writes: "Our exchange is now in active working order. All of the members are very much encouraged over the success attained so far. The first list of names has been placed in my

nds. The credit letters sent out the members have brought excellent results. I am satisfied we all get even better results from the letters sent out of this office. We have now a membership of 62 members, with prospects of 70 within the next few months."

Secretary T. E. Hummel, of the Pittsville Merchants' Association, writes: "Our last meeting was in the nature of a smoker, of which we have about four a year. We have an orchestra, serve a nice lunch, have some cigars for the boys to smoke and a sort of general old-time experience meeting. We find that it brings the members closer together and generally gives us an attendance of about 100. Matters taken up at the last meeting were advertising in its various forms, progress and membership of the association, and the selling in a retail way by various stores on Sundays."

A. M. HOWES,
Secretary Pennsylvania Retail Merchants' Association.

Florida squash are worth up to .50; demand fair only.

In England a Good Grocer is Supposed to be Able to Answer These Questions

Sample Examination Questions Used by English Institute of Certificated Grocers in Bookkeeping and Commercial Arithmetic. All Candidates for Diplomas as Graduated Grocers Were Required to Pass These.

This journal has discussed from time to time the plan of the English Institute of Certificated Grocers, which conducts a regular school for grocers and grocery clerks, holds periodical examinations, and gives graduates diplomas. Several months ago a list of sample examination questions was obtained and published, and aroused great interest in this country at the time.

During the past week a copy of another later set of examination questions used by the English Institute in bookkeeping and commercial arithmetic has been obtained, and is presented below as another interesting contribution to the literature of the only organized effort which is being made, so far as this journal

knows, to raise the educational standard of the retail grocery business.

The questions were as follows:

BOOKKEEPING.

3. Open all necessary books, post the following transactions and balance the accounts. Analyze your Cash Book Entries as you think desirable:—

Cash at bank, January 1st, £100; in hand same date, £10. Jan. 4th, sold goods to Mr. Brown, £2; returned empties Huntley, £3. Drew for personal use, £1. Jan. 10th. Received from "customers" £25; and paid into bank. Received £3 bonus. Jan. 15th. Paid check £20 to Huntley (owed them £30 on Jan. 1st). Jan. 16th. Bought goods Travers, £25; paid check Jan. 23d and took discount of 5 per cent. Brown returned goods value 10 shillings. Jan. 26. Bought goods for cash £2. Paid wages in cash, £3. Jan 28th Brown paid balance of account in check, which bank returned marked "refer to drawer." "Customers" owed £40 on Jan. 1st.

COMMERCIAL ARITHMETIC.

1. What is the value of 17 cwts., 2 qrs., 19 lbs. at 67/6 per cwt.? (Credit will be given for a short and expeditious method of working.)

2. Make out the invoice, deducting 2½ per cent. discount, of the following transactions:—

1¾ lbs. tea at 1/8, 7 lbs. lump sugar at 2¾d., 2½ lbs. butter at 1/3, 2¼ lbs. cheese at 8½d. per lb., 3 tins apricots at 6½d., 3-lb. jar strawberry jam, 1/1½, 7 lbs. marmalade, 1/10½ (charge jar 3d.). hearth stones, 4d. 1½ lbs. sultanas at 6½d., 1 lb. currants at 4d., 3 bars yellow soap at 8½d., 1 lb. rice at 2½d. Allow for 11 jam jars, already returned, at 8d. per dozen.

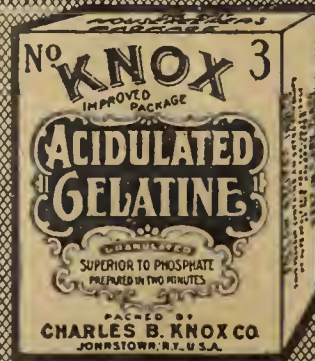
3. What is the simple interest from April 5th to September 16th, at 3¾ per cent. per annum on £1,151 6s. 8d.?

Note.—Although definite questions are not set under the heading of "Knowledge of English," the candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition and the answering in clear language and logical order the questions in each section. Hand writing will also be considered.

Florida shippers report that new beans will begin to come North in a few days. They quote \$1.50 to \$2 per one-third barrel basket. The Virginia beans are still coming, and range from \$1 to \$1.50, but there are no young beans among them.



KNOX GELATINE



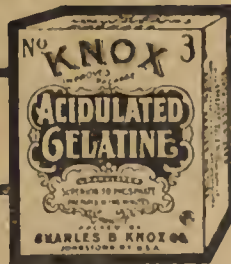
BRINGS BANNER SALES

KNOX GELATINE is easy to sell because it's a "big moneysworth"; each package contains two envelopes of gelatine—the two making two full quarts of jelly. And it's well advertised; we use the best women's publications all the time to remind your customers of the delicious desserts it makes. So if you want to PUSH it, you'll find it a ready seller and a sure repeater, with a good, big profit for you at 15c. per package.

"Knox Gelatine Sells and Satisfies"

CHARLES B. KNOX CO.

JOHNSTOWN, N.Y. U. S. A.





CXXIX.—The Liability of Mercantile Protective Associations for False Credit Information.

Baltimore, Md., Nov. 13, 1911.
Elton J. Buckley, Esq.

Dear Sir:—In reading an article written by you on "What Trade Libel Means to Business Men," I noticed one statement which interested me very much. You say that if a man is spoken of in a way as to injure him in connection with his business, he can sue the person doing it for trade libel, and you also say that merchants' protective associations can also be sued if they circulate such statements about members' or non-members' credit or financial standing. This will be exceedingly important to all merchants' and manufacturers' organizations who maintain a credit bureau or collecting plan, and I am sure that those who read your articles would be greatly interested in having a little more information as to how far they can safely go in the direction of circulating reports about other people's standing.

Respectfully yours,
EDW. MOLAND.

There have been quite a number of suits against mercantile protective associations for circulating reports, alleged to be false, about some person's financial standing or general undesirability as a customer. Most of them, I find, have been brought by plaintiffs whom some protective association listed as dead beats, thus cutting off their credit. I find that in a considerable percentage of these cases the plaintiff got damages, on the ground that the association was an illegal combination formed not for the purpose of disseminating credit information, but for the purpose of operating a blacklist to compel debtors to pay old debts.

Right here is the distinction between what is legal in the credit bureaus of protective associations, and what is illegal. It is practically the only rule which such organizations can have. If the bona fide object is to provide credit information, statements which are circulated in that way are privileged, and are not libel even if untrue. Always provided they were made in good faith.

If on the contrary the plan is really a blacklist, statements in-

centially circulated by way of credit reports, which prove to be untrue, are not privileged and can be sued upon.

I can make this distinction plain by a reference to two cases. In an Ohio case a number of retail merchants banded themselves together to conduct a credit bureau and give each other, for mutual protection, reports on the financial standing of their respective customers.

The plan was very simple. John Jones would have need to know something about the honesty of a certain present or prospective customer. He would send in the customer's name to the secretary, who in turn would send it to every member. If any of the members had had dealings with him, they would say so and give his opinion. There was no agreement that John Jones should refuse to sell persons whose reports were bad, or who owed any member money. It was purely and simply a bureau for the dissemination of credit information.

One day a prominent citizen applied for credit to a large dry goods house—a member of the association. The latter, not being entirely sure, certified the name, as usual, to the association and the association to its members. One of these got the customer confused with an entirely different person, and sent in a very bad report of him. This of course went direct to the original inquirer and led him to refuse the credit applied for. The prominent citizen in high dudgeon demanded to know why, and the dry goods dealer somewhat indiscreetly told him. The result was an immediate suit against the association and the member who had sent in the bad report.

In this case the court held that the statement was privileged and

was not libelous even though wholly untrue. There was no evidence of any attempted blacklist, or of malice, or of negligence; the information was asked for by a person who had a good reason to want it, it was given in good faith, in the regular course of business, and was therefore not libelous. Of course here the victim of the libel was not damaged, because the mistake revealed itself and the dry goods man was only too glad to open an account with him.

The other case happened in Pennsylvania, and was brought against an association of wholesalers, which was ostensibly formed, like the other, to circulate credit reports about the members' respective customers. There was an agreement, however, which was rigidly observed, that members should not wait for requests for credit information, but should send in the names of their bad debtors on their own initiative. The secretary was to circulate these among the members, *who all agreed to sell to nobody of whom a bad report was made until he had paid his delinquent debts.* This agreement not only included selling reported persons on credit, but selling them at all. As the members of this association constituted the greater part of the trade, a customer blacklisted was apt to find his supplies completely cut off.

In this case, as in the other, a mistake arose. One member certified a customer as owing him a sum which he actually did not owe. The result was that the alleged debtor, whose skirts were perfectly clear, found himself unable to buy even for cash of 90 per cent. of the best concerns in the market.

He sued and was given heavy damages. This time the court

held that the statement was not privileged because the real object of the association was to blacklist bad debtors and compel them to pay their debts. The circulating of credit information was merely incidental to the main illegal purpose.

As in all other civil suits for damages, the truth is a complete defense. If the statement can be proven true, that ends the case.

(Copyright, November, 1911, by
Elton J. Buckley.)

Question: "E. B., Pa.—A organizes a manufacturing corporation, attends to all the details, gets the subscriptions for all shares, subscribes some himself, secures location and help for running the plant. Directors of same corporation promise A an office. That far the corporation did not commence to build and intend to postpone building without arranging time. A had expenses for trips and others and is on the job for nine months without having any income or working on something else. Now the question is—

1. Is A entitled to any wages during the time of organizing?
2. If not, is A entitled to wages after everything is ready and the directors postpone doing anything and A has been elected manager at last meeting?
3. What expense is A entitled to charge?

Answer.—All this depends on what A's agreement was when he started in. It seems clear that he cannot hold the corporation responsible for his work and expenses before the charter was obtained, because the corporation had no existence while he was doing that work and incurring that expense. Therefore, unless the corporation assumed the debt after it got its charter, he cannot hold it responsible, but must go against the individuals who told him to go ahead and form the corporation. If he had an arrangement with them by which they were to pay him for what he did, he can collect from them his legitimate expenses and a fair salary. Or, if the corporation has specifically assumed the debt, he can collect it from the corporation.

Any work done by A for the corporation, after it got its charter, he can of course claim to be paid for, provided he had a contract with the corporation to that effect.

Such transactions as this should never be entered into without being clearly defined in writing.

NOTE.—Requests for information in this Department should be set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer

in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Belated Report on High Prices and the Retail Coffee Trade.

Asheville, N. C., Nov. 10, 1911.
To the Editor.

Dear Sir:—Replying to your inquiry will state that I do not know whether or not my customers wish to pay more for their coffee, or that the high prices have caused my competitors to lower their quality, or both, but my sales of roasted coffee have materially increased.

Respectfully,
CLARENCE SAWYER.

To Label Compound Lard.

Homer, N. Y., Nov. 13, 1911.
To the Editor.

Dear Sir:—The merchants in this vicinity are considerably concerned as to how it is necessary to label compound. A good many of them have a stamp as follows:—

**H. H. NIXON,
HOMER, N. Y.**

**POUND
COMPOUND**

**Contains Cotton Seed Oil
Oleo, Stearine, or Beef Fat**

Is this necessary, or does this meet the requirements? An answer in your paper will be appreciated.
Yours very truly,
H. H. NIXON.

The writer assumes that what is meant here is compound lard. If that is so, the simple use of the word "compound" as you have it is enough, without disclosing the ingredients. The reason for that is that the word "compound" makes no representations whatever as to the nature of the ingredients, and for that reason no

explanation or modification is necessary. Of course it does no harm to print the ingredients on the label if you like. The label as you set it forth fully satisfies the law, if the statement as to ingredients is truthful.

Who Makes Packing Machinery?

Lebanon, Pa., Nov. 10, 1911.
To the Editor.

Dear Sir:—Can you give me the name and address of a manufacturer who is putting up packing machinery such as is used by the jobbing trade to pack coffee, rice, etc.

Any information you can give us will be gratefully received.

Yours truly,
ROBT. L. EBY.

This journal has not been able to obtain this information. There are only a few concerns in this business and the firms who use their machines seem disinclined to give their names. Perhaps some subscriber knows.

Says Cash Jobber is Selling Consumers.

Chadds Ford, Pa., Nov. 1, 1911.
To the Editor.

Dear Sir:—What the country merchant has to contend with:—

While hauling goods from the railroad here a few days ago I noticed some rice, beans, fish, etc., for a farmer in the vicinity from a wholesale cash and grocery house in Philadelphia.

We are not surprised to see them come from the premium concerns, but was from this house!

The "Stroller's" letter in last week's issue prompts me to write this.

Yours truly,
H. K. GALLAGHER.



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



Something New in WHEATENA

A new packing plan—twelve packages packed in a light carton and three of these put in a wooden case.

Reason—to better guard the safety of each package. As we guarantee every package of **Wheatena** we want to know as near as we can that each package gets to you exactly as it leaves us.

Wheatena is made of the tender hearts of selected wheat. It is a remarkable repeater.

The Wheatena Co., Rahway, N. J.

Norway Mackerel

FANCY, WHITE, FAT (1911) FALL CAUGHT

Quality never better. Prices moderate

Ample supplies of all sizes—ones, twos, threes, and the popular number fours.

Full weight and count guaranteed.

Accept no substitutes, insist on having Norways, the kind you have always handled.

Order from your jobber to-day.

C. F. Matlage & Sons

335-337 Greenwich St., New York, N. Y.

ALSO
H. A. N. Daily, The Bourse Philad'a, Pa.

THE STROLLER'S COLUMN



Here's a Scheme That is One.

Say, I can hardly wait to give you this one. If this ain't a peach of a scheme I'll eat my crash pants!

Honest, the more I think about it the bigger it gets. And the best thing about it is that any grocer can work it.

I got into a place last week of about 20,000 people. Good business town; mostly people with a little money live there. Of course there's some of the other kind, too, but take it altogether it's a pretty well-fixed town.

The place is overrun with trading stamps and other schemes to beat the band. They used to have an association there, and while that lived they kept the stamps out, but it didn't last long—one of the members sold some goods to a woman that another member said was his customer, or some foolish thing like that, the whole of 'em took sides and before they knew it their association was busted.

Since that they've all been going on their own hooks, each one sweating to stick the hook into somebody else.

"Well, Charlie, put in trading stamps yet?" I asked one of the best grocers in the place—regular customer of mine—last week. The reason I put it at him was that we had a little bet that he'd have to do it sooner or later, because nigh all his competitors had. He swore he wouldn't—he'd go out of business first.

"Of course I haven't," he said. "Didn't I say I wouldn't?"

"All right, I can wait a little longer for you to pay that bet," I said. "It's only a question of time. Trading stamps are as plumb catching as chickenpox."

"I've struck a scheme worth two of trading stamps," he said.

"What do you give away?" I asked.

"Don't give away anything except services," he said. "Didn't know I'd gone in the employment agency business, did you?"

I knew what he meant in a minute—I'm the quickest little thing.

"By gad, old man!" I said, "I know what you've got before you tell me! I always knew somebody would go into that some time."

"Well, it's a great thing," he said. "Beats anything I ever tried before."

And then he told me how he worked it.

"I had the possibilities of this thing shown to me about nine months ago," he said. "You know we have two men going out for orders, and they get to know the servants and know pretty much how things are going. If the cook's going to leave or the chambermaid's been fired, a man who goes to the house every day is pretty sure to get to know it. One day after both of our boys had come back from their routes I heard them talking together. One said that one of his customers had just lost their cook—father died or something and she had to go South. The other said one of *his* had asked him to place her cook, as an old girl she had had before was coming back. 'Why,' I said, 'we'll get the two together and do them both a good turn. So I called them up and fixed the place for the cook that wanted one.'

"Both of those ladies were as pleased as punch about it, and I saw right away that I had made myself very strong with them. That opened my eyes, and I went and had a card printed."

"Let me see it—let me see it!" I said, "this scheme interests me a heap!"

He dug into his desk and got one of 'em. Here it is:—

TO MY CUSTOMERS.

As you know, we employ two solicitors, who call at your homes each morning for the regular grocery orders. These young men frequently hear of servants who for some reason desire places, and they have been able in some cases to supply good servants to other families needing them. It occurred to us that this might be made a great convenience to our customers, and we shall be glad to do everything in this line which we can.

If in need of servants, ask the solicitor who calls at your house regularly. He may be able to help you.

"I sent this to every customer on my books, and maybe it didn't work! The second day after it went out my boys had six calls for servants. I had told them to watch out, but they only found one girl who wanted a place, so I saw right away where the thing would fall down—I had to get a bigger supply. So I started to advertise in the daily papers—blind ads., you know—and inside of a couple of weeks I had a big list. The first month I found cooks or chambermaids or girls for general housework for four customers. Good girls, too—no slobbs—they're all in the places yet. And since that I don't know how many there have been—more all the time."

"What I want to know is, what effect it has on business," I said.

"Fine," he answered. "It not only keeps all the trade we have, but every once in a while we pick up a new customer through it. For instance, I've had women come in who didn't trade here at all. Some of their friends had told them of girls they'd gotten through us. They wanted me to do the same for them, but I always told them it was simply a little plan that we used for our own customers only. Sometimes they'd sniff and go out, and sometimes they'd open an account. Oh, there's no doubt it pays. I've proved that over and over again."

"Suppose a cook comes to one of your men and says she don't like her job and wants you to get her another. What do you do?" I asked.

"We tell her we can't do anything unless her employer knows about it, and tells us to go ahead. I know what you're driving at—we aren't getting into any holes like that, believe me."

"It's a great scheme," I said. "you get the customer sewed up with you, and you get her cook—that you got the place for—sewed up too. Do you charge anybody anything?"

"Not a cent," he said, "whole thing's absolutely free."

"Well, I said, 'you may not believe it, but I've had that scheme in my mind for years. I don't know why I never gave it to anybody. I can see why you ain't afraid of trading stamps—when you get a woman a hired girl you're doing something for her in a very tender place—she'll stick by you in spite of the poor quality of your goods.'"

Ain't it the great idea? Go ahead and use it, if you want to—all you fellows. Just like all the other peachy stunts I've handed you, there ain't any charge. Of course if you won't be happy unless you send me in a check, I know a saloon where I can get 'em cashed.

THE STROLLER.

General Store Failures Increase in October.

And the Liabilities Increased in Even Greater Proportion. Grocery Failures Decrease.

A contradictory condition as to grocery and general store failures is again shown by the official report for the month of October, which is just received. The figures are as follows:—

General Store Failures.—October, 1911, 107; liabilities, \$1,019,889; October, 1910, 94; liabilities, \$497,714.

Grocery Failures.—October, 1911, 195; liabilities, \$793,945; October, 1910, 209; liabilities, \$657,097.

A notable feature of this report is that the increase in the liabilities of general store failures was proportionately very much greater than the increase in the number of failures.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

The Family Spirit.—Just because you work at a big city store is no reason for not cultivating the family spirit with the trade.

In towns of 5,000 or so the boys know every customer by name; know the names of their boys and girls; know when they should order flour; know about when the coffee is out and can tell when she tips up on the butter and egg tender.

That's carrying out the family spirit.

That's the "tie that binds" if you'll permit the application. You may smile and say that that won't work in a swell store. Indeed it will.

It so happens that human nature is the same the world over.

Parchment Paper.—A clerk was seen wrapping up 2 pounds of cardboard the other day in gray paper. "Horrors!" The 6 x 9 parchment paper was right beside him to place on top of the goods. Maybe he wanted of proper training caused him to do this, but manifestly it was want of common sense.

Boiled Ham Bungling.—When you've sliced your ½ pound boiled ham don't grab it. It's a clumsy looking act. It affects the appetite and reflects on your sense of delicacy no matter how clean your hands may be.

Slip the knife under the meat and land it on the paper.

Selling Steaks.—Where the platform system is in force the salesman should invariably show his steaks (if they want to be held up) in finger and thumb with the scale paper in the left hand.

Where neatness is not enforced the clerk will spread the steak out on both hands.

This is all wrong.

And dear knows how many sensitive people such crude work has driven from the store.

Here's a Good Thought.—Suppose a certain coffee is advertised and your firm doesn't decide at once to put it in stock. Find out the characteristics of that coffee and as nearly as possible match it with one of your own when the advertised article is called for.

Let me make this clear. I don't mean that there should be any substitute business, but rather a knowledge of the similarity of the coffee called for and the one you have to sell. All good merchants realize the importance of falling in line with a live advertising specialty campaign. Yet many, for some illogical reason, fail to place this specialty in stock. Coffee is only used as an illustration.

No matter what the article may be, first-class salesmen should know its real worth.

Hold Up That Jar Honey and tell her that it's pure honey and that people are buying more strained honey than they ever did (which is true in the Jersey section at least), that it's the thing for griddle cakes and liked better on bread than butter where the young ones are concerned. And butter nowadays is a luxury.

Just saying "Do you want a jar of honey to-day" isn't saying enough.

You must appeal to palate and purse.

If Your Folks Like the Buckwheat Taste Buy This.—That's the feature of this preparation. It's old-fashioned in a way. It hasn't a corn taste nor a rice taste like the new-fangled things they make griddle cakes of.

I merely mention this, madam, so you may know what to call for when buckwheat is demanded by the family.

Cranberries are high and some holders say they will go higher. The best Cape Cods are worth \$9 per barrel, and the demand is fair.

MERRELL-SOULE

NONE SUCH

How much do you suppose it costs you to sell a brand of mince meat you have to stand and talk about and coax a woman to buy? What's the use?

All you have to do is show **Merrell-Soule None Such Mince Meat** and its reputation sells it. Women have known its Purity and Quality since 1884.

Merrell-Soule Co.

SYRACUSE, N. Y.



MINCE MEAT



"Arrested and Fined"

Gurnse butter safeguards you against every chance of getting into trouble over butter.

First, by always giving satisfaction it prevents trouble with your customers.

Second, it prevents legal troubles. If you sell butter containing too much water, you may be arrested and fined. If you sell what is known as renovated butter for dairy or creamery, you may meet the same fate.

How can you tell whether the butter you buy contains too much water or is renovated? You can't; that's why you're never quite sure where you are.

But you're sure if you sell **Gurnse**, for it's a gilt-edged, uniform dairy butter of the finest grade. Nobody gives any guarantee for butter that we don't give with **Gurnse**.

Packed in 20, 30, and 50-pound boxes — pounds and half pounds — 43 cents.
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 SOUTH FRONT STREET
PHILADELPHIA, PA.

THE GROCERY MARKETS

Tea.

The tea market is somewhat quieter, the flush of the large business being over. There is a good every-day demand, however, and will probably continue to be for some months to come. Prices show no change for the week, everything being steady to firm.

Coffee.

The coffee market is weaker. Although most holders persist that the undertone is still as strong as ever, the bear speculative element have been able to depress prices at least $\frac{3}{8}$ cent per pound. This applies not only to all grades of Rio and Santos, but to all grades of milds. The demand for coffee is feeling the effect of the high prices and the general resentment over what is supposed to be a trust, and the market is very dull. Mocha is decidedly scarce, and some holders have advanced prices $\frac{1}{4}$ cent during the week. Java unchanged and quiet.

Sugar.

The sugar market has shown considerable uncertainty during the week. Raws showed a slight further decline early in the week, but later the official crop estimates were reduced, and in consequence the market stiffened again. Refined, however, has dropped another ten points during the week, and probably would have dropped further in a day or two if it hadn't been for the reduced crop estimates. The demand for sugar is quiet.

Syrup and Molasses.

Glucose declined ten points during the week, not for any market reason that anybody could see. Compound syrup went off 1 cent per gallon at the same time. Sugar syrup and molasses are both unchanged in price and quiet.

Fish.

Mackerel continues firm and in fair demand, no material change having occurred during the week. Cod, hake and had-dock are unchanged and steady, the demand being fair. Domestic sardines are firm, as the pack

is about over, and is said to show a shortage. The demand is fair, but prices show no change for the week. Imported sardines are in light supply, but indifferent demand. Salmon on spot shows no change, but a fair demand considering the high prices. Orders for 1912 salmon, subject to approval of price, are now being taken.

Canned Goods.

Tomatoes are nominally unchanged, but here and there a holder is appearing who will shade the market probably $2\frac{1}{2}$ cents. Great interest is manifested in the forthcoming figures covering the 1911 pack. The demand for tomatoes is very limp. Corn is fairly steady and in moderate demand. Peas still very high and fairly active. Pea seed is costing about twice the usual price, which will surely affect next year's pack. Apples show no change, but the situation is steadier than it was expected to be, as the pack appears to be about over. California canned goods and small staple goods show no change.

Dried Fruits.

Prunes show no change for the week, but an occasional holder will shade the market. The demand is light. Peaches are about $\frac{1}{2}$ cent easier, but in light demand. Apricots are also easier, but the decline has not helped the demand, which is light. Raisins are not overly strong and are ruling on a comparatively low basis. The demand is no more than moderate. Currants are unchanged and quiet. Other dried fruits unchanged and quiet.

Beans and Peas.

Domestic pea beans are about 5 cents cheaper, and now rule in a large way at \$2.50 per bushel. Domestic marrows show the same decline, and are dull. California limas have taken a sharp advance during the week, aggregating $\frac{1}{2}$ cent, though some second hands holders who bought cheap are unloading at a shade under the full market. Green and Scotch peas are unchanged and dull.

Butter.

There is an exceptionally active demand for all grades of butter, both print and solid packed and fresh and storage. The market is firm at about the same prices as a week ago. The make, however, is lighter than usual, and the demand exceptionally good, considering the extreme prices. No relief seems in sight, and the market will likely remain firm until the production increases, which it will not do until early in next year.

Eggs.

There is an active demand for fresh eggs, and the receipts clean up each day upon arrival. The market is firm at an average advance of 2 cents over a week ago. The receipts continue extremely light. Storage eggs are in fair demand, with the best grades selling at 1 to 2 cents per dozen advance. The production will probably increase in the near future and the market will likely remain firm and high for some time.

Cheese.

There is a seasonable demand for cheese. The factories are about closed for the year, and stocks in storage are lighter than a year ago. The market is healthy and no change is looked for in the near future.

Provisions.

The demand for everything in smoked meats is only fair, and the market is steady and unchanged. If the demand continues dull a decline can be looked for soon. Both pure and compound lard are firm and in fair demand. Barrel pork, canned meats and dried beef are steady, unchanged and in moderate demand, except that some holders have advanced canned meats about 5 per cent.

INDIVIDUAL MARKET REPORTS.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Both packers and jobbers appear to be much more interested than usual in the official statistics of the pack of tomatoes in the United States this season, judging by the numerous inquiries received for information concerning them. Those statistics are com-

piled exclusively by the National Canners' Association, and they cover the output of corn and peas as well as tomatoes. It is expected that the report will be published in the latter part of this month. In 1910 the total pack was around 8,500,000 cases, and there was a good-sized quantity carried over from the previous year. The average pack in the three years preceding 1910 was around 10,500,000 cases. There was practically no carry-over from last year, so that this season opened with bare floors, or nearly so. It is believed that the total pack this season was much below the average of the three seasons prior to 1910, and some well-posted men in the business claim that the statistics will show that it was less than last year's pack. Assuming that it will prove to be equal to the average output of the last four years, tomatoes is safe property to own at to-day's cost, and increasingly safe as the quantity falls below the above average.

There were no developments of more than ordinary interest in the tomato market last week. There was the same character of buying as before, and the goods were scattered over the same territory. The holders of them are very firm in their views as to the trend of the market prices during the winter months and next spring. Consequently it is difficult to obtain any concessions as to prices for the additional reason that the canners are able to carry the small stocks they have left unsold. String beans was perhaps the strongest article last week in the line of vegetables. All the white wax beans have been sold out, or nearly so, and the green string beans show a shade higher prices. The comparative scarcity of standard green lima beans has been noted in our previous letters, both the large size pole beans and the small bush beans. Sweet potatoes and spinach continue to be strong and fairly active at the advanced prices, and they look good for the winter trade. Some good trades in corn were offered and promptly taken during last week, and peas moved out in small lots, including all grades. Remarkably active season for soaked peas, and they are still in demand. For baked beans, kraut, etc., there is the usual daily demand in small lots.

Apples continue to be the most active article in the line of fruits, and the lower range of prices is attracting many orders for them. Pears are next in point of activity, and the prices for them hold

Some very fancy quality ears packed in heavy syrup look attractive. The highest grades of neapples, both sliced and grated, are very scarce here, especially the finest quality sliced, and the stocks of all the other grades are a negligible quantity. In the other fruits the orders are for small lots at the going prices, and they are held firmly because of the light stocks here.

Cove oysters are firm and fairly active. They are costing more to pack than was expected and a cold, freezing spell of weather would cause the prices to advance. We report the market in detail follows:—

Remarkable scarcity of No. 10 tomatoes in this city, and the canners here are filling their orders by shipping from country factors. No. 2 standards are more closely sold up in Baltimore than usual for this time in the year. Consequently the market here is particularly strong for those two grades, though the prices were no higher last week. It is not expected that there will be a famine of No. 3 tomatoes before the next canning season rolls around, either will there be a surplus to carry into the following season. Developments in matters pertaining to the canning of tomatoes, now pending in Washington, will use a much higher cost to pack them next season if the law is enforced, and it will likely be rigidly enforced. It looks safe to say tomatoes.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Holland herrings are in somewhat better demand and prices are below Holland parity. The catch is far behind last season and our shippers in Holland advise that in their opinion this is a good time to buy and lay a stock for the rest of the season.

Scotch herrings continue to sell in a good hand to mouth way, particularly large fulls, which are rather scarce. Prices are unchanged and firm.

Norway Mackerel.—The market is rather quiet, and buyers are unwilling to buy at present asking prices. Whether holders will be in a position to maintain the present quotations will entirely depend upon the demand within the next three or four weeks.

Irish mackerel are rather quiet. While quotations in Ireland have been boosted, good lots can be secured here at less than import quotations. Last week's shipments of Irish mackerel amounted to 2,825 barrels, bringing the total of autumn shipped mackerel to date to 13,193 barrels.

Imported Oil Sardines.—There is still some little fishing going

on in France, but the quantity taken is hardly worth talking about and will absolutely not affect the situation, which is simply desperate. There are no French sardines to be had and there will be none until the next catch begins again.

There is just a little fishing of sprats going on in France, but takes are insignificant and prices enormous. Elsewhere no sprats have been caught yet and are not likely to be caught before the end of the year.

In Norway fishing is most extraordinary this season. The price of the fresh fish is higher than it has ever been before, the catch of summer fish has been much smaller than anticipated and there is quite a scarcity of summer fish, in fact, packers have been unable to fill their orders. The winter pack is limited to just a very few months now, and consequently no large quantities can be packed. Prices in Norway have advanced very materially for smoked sardines and, in our opinion, we will certainly see higher prices for Norway sardines this season. Packers claim that they are obliged to ask for more money because they had to pay so much more for olive oil, which is a fact. Of course, olive oil is likely to be cheaper next spring, and this ought to have some effect on next season's prices for Norway sardines, but this is still a year ahead. The demand for Norway sardines continues excellent.

In Portugal there is no catch of small and suitable fish for the American market at the present time. Demand for Portuguese sardines continues excellent, particularly, of course, for well-known brands.

STROHMEYER & ARPE Co.
New York.

Spices.

The market is quite active—trading has been most satisfactory during the past week. Stocks in the hands of the sellers are reported very small.

Pepper.—Foreign markets were lower during last week. Prices reacted, however, and are higher. We do not expect to see any great decline in pepper during the winter months. Indications would point to a very firm and possibly higher market.

Red Peppers.—Prices are steady and firm. Stocks are small with every indication of higher prices.

Cloves.—Little left on spot. Large cargo due yesterday is reported sold. Prices seem to be safe and are not likely to decline.

Pimento (Allspice) much firmer. Prices are higher in Jamaica. Demand here very good. The article is also reported scarce.

Cassias very active. If the present uprising in South China

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His store looks better than yours if it is equipped with WALKER BINS and the reason he does business at less the cost is because:—

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The difference not only pays for the

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Three 25-cent Tins on \$4.85 Assortment
64% on your investment—a Profit of \$3.10

This liberal offer is made so that every dealer in the land may be ready to supply at once the growing demand being created for OXO by our big National Advertising Campaign.

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	Cost Price	Selling Price	Profit
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3-25c. tins free.....	.00	.75	.75
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Attractive Window Displays FREE

This special case also contains the following handsome, helpful window displays:

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CORNEILLE DAVID & CO., Selling Agents
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continues it is very probable that it will have the tendency of advancing the China bark.

Nutmegs quite active. Demand very satisfactory. Prices continue steady.

Mace very scarce and higher. Further advances are likely.

Gingers.—Demand very good. There has been some limited buying in futures in new crop African. Jamaica grades are reported scarce and higher.

Tapiocas in fair demand at unchanged prices.

Seeds, herbs, etc., all in fair demand. Celery slightly easier. Marjoram is higher. Other articles unchanged.

McCORMICK & Co., Inc.
Baltimore, Md.

Sugar.

Sales reported, 400 tons of Brazil centrifugals in port at 5.73½.

Another quiet week in the sugar business. They're mostly all quiet now, few sales being reported; not much trade in refined, domestic beets supplying the demand in the West and arrivals at the Eastern refinery ports sufficient to meet requirements. Prices are what holders can get, but there still being no overplus of sugar, values are well maintained and nearby shipments readily find buyers. New crop sugars are held at 4.86, sales now and then being made to European speculators at and near this basis, according to shipment, January, February, March and April. The refiners are not yet interested in the new crop offerings. The country is getting along on its stocks of refined, not increasing them any, and dealers waiting with the refiners for the lower price range that will prevail when supplies become more abundant, the new Cuba and Porto Rico crops being now only a few months off. The demand in the meantime can be filled. Colder weather decreases it, as does such high prices as we have had, but there is bound to be some business during the balance of the year and available stocks will all be needed. The colder weather or the high prices couldn't be stopped. The newspapers in every city throughout the country have given much prominence to sugar prices during the last three months, the misinformation printed and the reasons given for the advance making good "stories" perhaps, but being quite at variance with the facts. There is hardly a product where supply and demand govern so unhampered as in sugar. Refined is based on the price of raws. The refiners own no raw sugar plantations. The price of raw sugar is made in Europe. That is so because Europe raises or controls the greater part of all sugar produced and Europe makes the price based on conditions regard-

ing production and consumption, not of Europe alone, but of all countries. Sugar has many markets and scarcities in some of them can be made up by shipments from others. During a good part of the year, while crop work is in full progress in Cuba and Porto Rico, prices in the United States act without much regard for the quotation made in Europe, but the range prevailing here during that period is always under that of Europe, usually very much under, the early months of the year being the time of our big supply. Later this supply diminishes and we again come directly within the influence of European values, advancing to a parity with them. The consumer in the United States has no "kick coming" in regard to the price of sugar. It has cost more this year, but that has been unavoidable. A big world consumption depleted stocks. The production was good, but it has been used up. And now there is a shortage estimated at from 1,500,000 to 2,000,000 tons in the supplies for next year. It is not to be wondered at that prices are high. But the average price for the last ten years is a low one. Plantations and refineries have made money only through improved methods of cultivation and manufacture, better management, and the greater volume of business transacted. If the sugar business were not so big in the United States the refineries here couldn't afford to sell refined at a margin that averages each year only a little over ¾ of a cent per pound over the price they have to pay for raws.

M. G. WANZOR & Co.
New York, N. Y.

Rice.

Demand for this cereal during the week has been somewhat slow. Holiday "sweets" and canned goods have occupied the centre of the commercial stage, so that individual purchases of rice have been limited; yet the aggregate has allowed a fair amount to go into consumption. The inquiry has covered the whole range of the market from lowest to highest, for both Honduras and Japan. Prices are steady, under sustaining features at primary sources.

Advices from the South note quiet conditions on the Atlantic Coast. At New Orleans distribution is only fair; the demand for Porto Rico somewhat restricted on account of lack of prompt freighting facilities.

In the interior—Southwest Louisiana, Texas and Arkansas—the demand has been active at full prices. Heavy rains have interfered with threshing and made roads almost impassable, hence planters have difficulty in hauling rough to mills and warehouses.

Cables and correspondence from abroad note firm markets on all deliveries.

DAN TALMAGE'S SONS CO.
New York and New Orleans.

Evaporated Apples, Etc.

Trading in evaporated apples continues quite active locally, but the bulk of the business is with Europe, although trading with the domestic markets is improving on the higher grades. The evaporators are now beginning to close up, and the output has not been quite as large as was expected. Prices are pretty firmly held, as the packers are in a position to take business from Europe at their ideas of prices when they can't get them from the domestic buyers.

Prime apples, in 50-pound boxes, are quotable at 8 to 8¼ cents; choice at 8½ to 8¾ cents; cartons ½ cent per pound higher. At the latter figure some very desirable goods can be obtained.

Cores and skins are very dull and are obtainable at 1.50 to \$1.55 f. o. b. shipping points in bags.

Chops are dull, although desirable qualities are hard to find. There are a few cars of early made stock obtainable at 2¼ to 2½ cents in bags.

C. C. HALL.
Rochester, N. Y.

MARKET NOTES.

Florida oranges are coming forward in bad condition, poorer in fact than for some years. The range is \$2.50 to \$3.50, and the demand is moderate.

California is shipping strawberries East earlier than ever before. They show very good quality and average 40 cents a pint box. The demand is very limited.

Florida grapefruit rules about the same—\$4 to \$6. The demand is very fair.

Florida persimmons are still coming forward and average \$2.50 a carrier. The demand is poor.

Florida cucumbers are scarce. Good ones would bring \$4 per box.

A little salad is coming North from Florida, but none of it is extra good. The range is \$1.50 to \$2 per hamper.

Condition of Main Food Crops as Compared With Average Production.

The harvests of 1911 have been practically completed and pre-

liminary estimates made of the production of most of the important crops, from which it appears that the aggregate production of crops in 1911 is approximately 7.9 per cent. less than the crops of 1910 and about 0.4 per cent. less than the average annual production of the preceding five years.

The production of the main food crops in 1911, expressed in percentage of the average production in recent years (not compared with full crop), is estimated as follows:—

Apples, 126.3; pears, 110.8; watermelons, 105.1; grapes, 102.7; cantaloupes, 101.8.

Peanuts, 99.3; asparagus, 97.7; alfalfa, 96.1; beans, 95.1; kafir corn, 95.0; cranberries, 94.0; tomatoes, 93.9; cabbage, 93.0; raspberries, 91.0.

Onions, 89.7; millet, 87.2; strawberries, 83.6; blackberries, 83.5; clover seed, 82.6; millet seed, 82.1; peaches, 80.3; hemp, 78.2; clover hay, 68.1.

Yield per acre compared with average yield, sorghum, 102.0; sweet potatoes, 101.2; hops, 90.4; broom corn, 85.1.

Condition, compared with average conditions, at or near time of gathering:—

Sugar cane, 109.8; cotton, 106.9; lemons, 103.9; sugar beets, 102.6; oranges, 101.6; rice, 99.0.

Borden Men Hold Their Convention.

Salesmen and brokers representing the Eastern and Southern Divisions of the United States and the Dominion of Canada held their annual convention at the home offices of the Borden's Condensed Milk Co., 108 Hudson street, New York City, on October 26th, 27th and 28th. The meetings were presided over by Mr. S. K. Pugh, manager of the Eastern Sales Department of the company. Mr. W. M. Gladding, vice-president, welcomed the delegates and outlined the topics to be taken up and discussed.

The meeting was held in the large assembly room on the top floor of the Borden Building, and throughout the morning there was an informal discussion of trade topics and also inspection of the products and new goods of the company.

On November 9th, 10th and 11th the Western and Southwestern brokers and salesmen assembled at the La Salle Hotel in Chicago, representatives being present from California, Texas and the Northwest.

The meetings in Chicago were presided over by Mr. R. F. Hetherington, manager of the Western Sales Department, and were likewise addressed by the executive officers of the company and the managers of the various departments.

The object of these conventions is three-fold; for the discussion and betterment of trade conditions, the thorough understanding of territories and the bringing together in close union the executives and managers of the company with their representatives.

THE NEW YORK LETTER

(Continued from page 9.)

REPORT OF LEGISLATIVE COMMITTEE.

November 16, 1911.

To the Association.

During the past year sessions of forty-six State Legislatures and also the first regular and a special session of the Sixty-second Congress have been held. This made especially important the work of the association in respect to promoting favorable and checking, where possible, legislation unfavorable to our members. Diligent efforts have been made to subserve the interests of the association in this particular, and members have been furnished with literature and promptly notified in respect to pending legislation of interest to them.

The policy of the association is to secure, and assist in securing, uniformity between State and National laws affecting the products of our members. The significance of a lack of uniformity in such legislation is too obvious to need more than passing comment. If there were needs of any argument in behalf of uniformity, the State Legislatures have assuredly furnished it in the matter of the so-called net weight bills which were introduced in a number of them during the past year, each differing in some or in all respects from the others. To add to the confusion, the Commissioners of several States where net weight laws have been enacted, have not always agreed in their interpretation of certain corresponding provisions of different State acts, thus resulting in dissimilar rulings on the same question arising under the net weight laws of two or more of the States and making illegal in one State what has been ruled as legal in another.

In view of the fact that several States have already enacted net weight laws and that others contemplated doing so, it was apparent that the reasonable and satisfactory way of meeting the situation would be to have a National law which would serve as a model to be followed by all of the States contemplating net weight legislation, and also, if possible, by those States which have enacted such legislation.

Accordingly, in connection with the pendency in Congress of what was known as the Mann Bill, which was designed to be an amendment to the National Pure Food and Drugs Act, and to make mandatory instead of optional the placing of net weight, measure or numerical count on packages, representatives of this association appeared on January 27th last before the Congressional Committee on Interstate and Foreign Commerce, and in conjunction with the representatives of other affected and allied interests, made argument on said bill. This bill, as reported favorably by the Congressional Committee, was considered very satisfactory, as it made provision for fair tolerances and allowances and, in its general terms, was believed to be a desirable model for State legislation.

On February 8th the association's members were advised of the foregoing facts, and also that while it was not anticipated that this bill would be enacted into law during the past regular session of Congress, it was, nevertheless, deemed advisable for members to anticipate National and State legislation of the kind by having their labels show the actual or minimum net weight, measure or numerical count.

The Mann Bill has been superseded by the Stevens' Bill, which is practically the first-named in all essential particulars. The Stevens'

Bill is, therefore, pending and will likely be considered at the coming session of Congress.

During the last four years net weight bills have repeatedly been introduced in the New York Legislature. Learning that another such bill was to be presented, a conference was arranged by your committee in New York with the Superintendent of Weights and Measures of the State of New York, who was the framer of the bill, and representatives of the association, to which conference representatives of allied interests were invited by us. This conference was held on February 20th last, and resulted in the drafting of a bill known as Assembly Bill No. 793, conforming in its net weight terms to the provisions of the Stevens' Bill. This bill, however, failed of passage.

An exceedingly undesirable and drastic net weight bill was introduced in the Legislature of Pennsylvania in February, 1911. This bill caused a great deal of comment and uneasiness among the manufacturers by reason of several very obnoxious features, and although it was well supported and had passed the lower House, the prompt and concerted action of those interested was effectual, and the bill never became a law of that State. The same success attended our efforts to defeat a similar bill in Ohio.

A very objectionable net weight bill was introduced in the Legislature of the State of Connecticut, but, in response to the protests of interested trade organizations, its provisions were so modified as to make it a more satisfactory law. Its general net weight provisions conform to the Stevens' Bill pending in Congress. This bill was approved on July 11th last, but its net weight provisions are not, by its terms, to be enforced until the expiration of eighteen months after its passage.

The State of Florida hastily enacted a net weight law on June 5th last. This bill was rushed through the Legislature without due notice to the affected interests and without, apparently, having been given the consideration to which its widespread effect and importance entitled it. The Commissioner of Agriculture of that State was, by its terms, empowered to enforce its net weight provisions at a date left to his option. He accordingly issued a circular dated June 20th, directing that all package goods then on hand in the State must have the net weight shown on them by August 3d last. It was stated that stickers could be applied to such package goods, which would serve to protect all such goods to January 1, 1912, only, and that all such goods received in that State subsequent to August 3d last would be required to have the net weight or measure printed on the regular labels. The impracticability and, in most cases, the physical impossibility of complying with this regulation was pointed out to the Commissioner, with the result of his issuing a second circular on July 15th deferring the initial enforcement of the law until January 1, 1912. Realizing that even this concession was not sufficient, renewed protests were made, resulting in the issuance of a third circular by the Commissioner announcing finally August 1, 1912, as the date the act was to become effective as respects net weights.

The city of Seattle, Wash., recently issued a notice prohibiting the sale of any package, box, etc., which did not have a statement of its true net weight, the same to go into effect immediately. All efforts

to obtain an extension of time were futile, and the law will be rigidly enforced, especially on the larger packages.

The following States have now enacted net weight laws: Nevada, North Dakota, South Dakota, Nebraska, Wyoming, Florida and Connecticut, and it is altogether likely that this subject will be agitated in some or all of the States of Georgia, Louisiana, Massachusetts, New Jersey, Rhode Island,

Vermont, Kentucky, Maryland, Mississippi, New York, South Carolina and Virginia, whose Legislatures convene during the present fiscal year of the association.

This subject, in view of the meetings of the above State Assemblies and of Congress during the present fiscal year, is one that will demand continued attention. The possibility of more net weight legislation is of great moment to our members generally, but its charac-

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The popularity of the products of the National Biscuit Company and their great sales are due to continuous quality and continuous service—National Biscuit Company products are always dependable. They are always up to sample. Every package is like every other package.

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92 Reade St.

NEW YORK

ter is more so. This is especially true of Congress, in view of the fact not alone of the pendency of net weight legislation in that body, but because decided changes in respect to the enforcement of the general provisions of the National Pure Food and Drugs Act will most likely be concluded upon during its forthcoming session.

The previous recommendation that members anticipate net weight laws by having their labels show the actual or minimum net weight or numerical count, so as to come within the terms of any reasonable and fair law of this kind that has been or may be enacted is renewed.

This past year has been unprecedented in the number and variety of bills which have sprung up in almost every State affecting food products and package goods in general. At the suggestion of a local organization in New York City a bill was introduced in the New York State Legislature by Assemblyman Spielberg, which required the date of canning to be placed on all canned goods, whether hermetically sealed or not. This proposed legislation was promptly acted upon and closely followed up by our association, with the result that it was never permitted to come out of the committee and was eventually killed.

A bill prohibiting the use of a number of harmless flavoring and coloring substances, indispensable in the manufacture of food products, was also introduced in the Legislature of this State, likewise a bill regulating the hours of employment of women and minors. These bills, if passed, would have resulted in a great deal of inconvenience to the manufacturing interests, without being of material benefit to any one. However, they were successfully fought against and defeated.

In view of the importance of both Federal and State Legislation to our members generally, it is recommended that the president of the association be empowered to appoint, for the ensuing fiscal year, a Legislative Committee of seven members; and also that at the proper time the necessary formalities be complied with to make provision in the Constitution and By-Laws of the association for a standing Legislative Committee of seven, to be appointed by the president of the association annually.

Respectfully submitted,

LOUIS RUNKEL,
Chairman Legislative Committee.

A conference was held Friday last as to the disposition of canned goods that are condemned as "swells" or because of sprung cans. Grocery jobbers of New York, canners of New Jersey, Delaware and Maryland, and Health Commissioner Lederle were present at the conference.

Nothing definite was determined but the Commissioner is willing to discuss the subject further and so there will be another conference at which it is expected that the can makers and commission men will be represented, besides other branches of the trade.

The jobbers, of course, were the men who complained of the present conditions. They have to

make good to the retailers when the health authorities seize and destroy any canned food in the retail stores and they cannot fall back on the canners.

Canners at the conference were firm in holding to the position that they have taken all along—that they cannot make good for any cans that spoil unless such cans are returned to the factories or some such action taken so that the canner will have an opportunity to examine the food. This is declared to be essential for several reasons. One is that otherwise there could be no certainty as to whether or not the goods were actually canned by the manufacturer upon whom the claim is made. Canners say that it is easy to err as to the identity of canned products since they are put up under many different kinds of labels and jobbers may even use the same kind of labels on the output of different factories.

Another reason is that the packer wishes to learn exactly the cause of the trouble with the product. If the cans are defective, he will, in his turn, fall back on the can maker, but he cannot do this unless he has the goods to show as proof.

An effort was made to convince the Health Commissioner that it will be perfectly safe to return the canned fruit or vegetables to the factories, as the canners would not dare to reprocess the products, since under the present food laws such reprocessing would be detected by the authorities and would get the canners into trouble. This argument did not convince the Commissioner. On the contrary he expressed the opinion that if the condemned food should be sent back to the canners a considerable part of it would probably find its way back again to the markets.

One of the points made by the canners was that sometimes a whole case is condemned when only one or two cans have been actually defective. Sometimes, they said, cans are condemned because they have been smeared by the leakage from other cans.

This trouble which is worrying the jobbers started in New York, but there are now indications of similar troubles in other cities, and this adds to the

serious nature of the difficulty which confronts the jobbers.

The compulsory adoption of the metric system by trade interests was favored by Dr. Wiley, the Government chemist, in an address which he delivered Saturday in the Hudson Theatre before 1,500 women, members of the League for Political Education. He said that the people are losing millions of dollars because of the clumsy character of our present system of weights and measures.

The success of the pure food movement, he said, was due to the education of the people on the subject and especially to the interest of the women. He said that in the twenty-five years of agitation for the present laws it was hard to show people that food might injure their health, although it might not cause immediate death. So it was found to be more effective to base the demand for laws on the plea of trade cheating.

More remains to be done, he said, and there must be constant watchfulness, as in the present complicated methods of civilization the consumer is entitled to have his food supplies protected fully by laws. Otherwise the consumer would know little or nothing as to the real nature of the food.

The Association for the Promotion of Purity in Foods held its annual meeting Wednesday in the Waldorf-Astoria. A number of the specialty manufacturers are members.

Among the companies represented at the meeting were: the Beachnut Packing Co., Lowney & Co., H. J. Heinz & Co., Borden Condensed Milk Co., the Pierce Flavoring Extracts Co., the Belle Mead Sweetmeats Co., Charles Golden & Co., and the Franco-American Food Products Co.

One of the features of the meeting was the position taken in endorsing most emphatically the administration of Dr. Wiley in the Food Bureau and demanding a reorganization so as to give him firmer control and to eliminate those who are said to have been trying to block his efforts.

E. Biardot, president of the Franco-American Co., is presi-

dent of the association and presided. He was re-elected.

L. S. Dow, of H. J. Heinz & Co., was re-elected chairman of the Executive Committee and was also appointed chairman of a Legislative Committee which is to go to Washington and watch developments affecting the pure food law.

The Diamond Match Co. is putting into effect a new selling plan. It is given out that the change is not due to anything connected with the Sherman law, but some of the people in the trade suspect that it marks the beginning of a movement among a number of concerns to readjust methods to the changing conditions brought about by recent developments in Federal suits.

It is noted in the statements that the company will not try to restrict jobbers to sell its products exclusively. Also, it will not attempt to fix a selling price to consumers. The company's products are divided into two classes. Jobbers who sell the Class A, or superior brands, at list prices to retailers are to lose some advantages, as it will be the company's policy to sell to such jobbers only at list prices.

President Edward R. Stettinius has made the following statement and a circular letter has also been sent out to the trade as given herewith:—

The Diamond Match Co. has cancelled all contracts with wholesale distributors to whom it has hitherto consigned its matches to be sold on commission for its account. Under these commission contracts title to the matches remained vested in the Diamond Match Co. until sold, and the goods were insured by and at its expense. On or before the 10th of each month the commission merchant was required to take an inventory of matches on hand, render an account of sales made during the preceding month and remit for the proceeds of sales.

This involved a considerable amount of work and has been objectionable to a large number of concerns; others have from time to time expressed dissatisfaction with the principle of any commission arrangement, and have indicated a desire to buy their goods outright rather than to sell on commission. Furthermore, the system has required the match company to invest very large sums in matches carried by its commission merchants throughout the country, none of whom were required to pay for matches until they had been sold.

The investment of these large amounts had not only become burdensome, but appeared unnecessary. Finally, competition in the business was so acute that the company was of the opinion that the most effective way of protecting its business

and of successfully competing with rival manufacturers, was to abandon the commission system altogether and to sell matches outright to the trade. The statement that the cancellation of its commission contracts was due to the fear of prosecution under the Sherman law is without foundation. In all of the contracts and arrangements that the company has made at any time it has been guided by the advice of counsel, and has sought conscientiously to conform to the spirit as well as the letter of the Federal, as well as State law.

The contracts which were recently cancelled were submitted to and approved by eminent lawyers, as well as by the Attorneys-General of many of the States in which the company does business. The system was abandoned for the reasons given above and in the belief that under the new order of things the company can more successfully compete with its rivals and extend its trade. The company has at no time sought to impose any conditions in respect to the prices at which retailers should resell its goods, and, of course, in the future will not countenance or permit anything of this character.

SUMMARIZED MARKET CONDITIONS.

Some increase here and there in the out-of-town demand is noted in the spot coffee market, but the business in general continues of a hand-to-mouth character. There seems to be a

stronger sentiment, however, and this is doubtless a result of the advance in coffee options. The spot prices are a trifle firmer than they were a week or so ago. There is a slow movement in light grades covering the current requirements of the roasters.

The distributing movement in the tea trade continues light. A number of importers continue to buy China greens in the expectation that the color tests will not be changed while others are holding off in the hope that the tests will be made more rigid. There is also a movement to interest the State food authorities in the color question so that they may possibly rule against some of the teas that the Government is admitting. These conditions are keeping the market quiet.

Distributors are buying refined sugar only in a small way and the tone of the market is quiet. Prices are steady at 6.20 cents, less 2 per cent. for standard granulated. In some quarters it is believed that the situation will remain about the same for the present.

Jobbers are showing little interest in canned tomatoes. The closing of canals is said to give the Eastern buyers an advantage for the next few months, as the packers are practically shut off from the Western markets. The packers and their representatives are not inclined to weaken in their ideas of values on this account, and say that the Eastern jobbers have not as yet nearly covered requirements and will need considerable new stock after the turn in the year. It is also claimed that the stock left in the hands of the packers is not at all in excess of positive requirements, judging from records of prior years. Holders of strictly standard stock are not accepting less than 95 cents for No. 3s and 77½ cents for No. 2s f. o. b. at factory, with the 14 cents freight rate to New York. Corn is quiet, as distributors have been getting ample supplies on their contracts with the packers. Retailers are reported to be buying freely, especially in the 10-cent brands. Packers are beginning to look for a stronger market in the winter and spring and are getting

a little firmer in their views, so that concessions are not offered so freely. Peas are firm, although the demand is light. Beans are firm with only a light demand. Southern string beans are firm and the white wax Southern beans are said to be closely sold up.

Canned fruit is steady in price, but not much is doing as the demand is generally light, and there is no pressure to sell on the part of the packers.

In California dried prunes the market is unsettled as the result of recent heavy arrivals, with considerable quantities to come in the near future. The local jobbers seem to be pretty well supplied and retailers in this city are buying cautiously, but there is a little better demand from the country trade which had not anticipated requirements. The wide margin between the prices at which many of the local buyers made contracts early in the season and the present relatively high quotations is responsible, it is supposed, for the fact that the market in this city is weaker than elsewhere. The spot market for



Thanksgiving, Nov. 30th



This is the day named by our President as a day of National Thanksgiving for the many blessings vouchsafed our great country; family dinners are in vogue. Turkey, Cranberry Sauce, Pumpkin Pie and Assorted Nuts. Can you beat it?

SYRUPS—Unless we called your attention to this line we would not do justice to our business. We make a leader of Syrups, and our brands are well known. Royal Table Syrup and Challenge Syrup are two popular brands. We carry the full line, including Sugar Syrups and New Orleans Molasses.

CANNED PUMPKIN—Thanksgiving dinner would not be complete without Pumpkin Pie. The Canned Pumpkin is now so fine that the average housekeeper prefers it to the old style of preparing the pumpkin. Silver Lake Brand, extra quality New Jersey stock, per doz., 80c.; New York State Pumpkin, per doz., 90c.

RAISINS—We offer the following, all crop 1911: Cal. 4-Cr. L. M. Raisins, at 7½c.; Cal. 3-Cr., at 7c., and Cal. 2-Cr., at 6¾c., all 50-lb. boxes. Imported 28-lb. Layer, at 9½c.; Cal. 28-lb. Layer, at 8½c.; Sultana Seedless, 1-lb. packages, at 9c.; Cal. Seeded, "Blue and Gold," 1-lb. package, at 9c.; Cal. Loose Seedless Muscatels, 50-lbs., at 7¼c.

CRANBERRIES—A fine lot of Howe Variety Cape Cod Berries, in full 100-quart barrels, sound, good keepers, per bbl., \$9.50; Extra Choice New Jersey Cranberries, in crates, \$2.75.

NUTS, ETC.—Cal. Soft Shell Almonds, per lb., 20½c.; Cal. Soft Shell Walnuts, at 18c.; New Marbot, due November 22d, at 13½c.; Filberts, at 12c.; Brazil Nuts, at 14c.; Pecans, at 13c.; Layer Figs, at 12c.; Package Figs, 12 to box, at 90c.; New Halloween Dates, at 7c.; New Fard Dates, small boxes, at 10c.; Package Dates, 30 packages, at 6½c.; Fancy Pop Corn, bbl., at 9c.; No. 1 Pop Corn, at 8½c.

POULTRY SEASONING—This is a perfect blend of finest sweet Herbs and Aromatic Spices, superb seasoning for fowl, game, etc. 2 doz. square tins to the box, per doz., at 85c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

canned peaches is dull. Apricots are getting little attention. California muscatel raisins are dull, but seedless varieties are rather scarce and firm. Currants are in fair demand on the spot.

In the flour market the buyers are generally bearish in sentiment. It is likely that a buyer, really meaning business, could get flour on very favorable terms, especially on large orders. The demand has been so slow that some of the mills have been strongly urging buyers on contract to send shipping directions.

Butter has been going up, especially fresh creamery specials. There have been delays in deliveries and there is some expectation that when the deliveries catch up the supplies will be fairly adequate. The specials have been selling at $34\frac{1}{2}$ and some buyers have been obliged to pay as much as 35 cents wholesale. Storage creamery is in good demand at firm prices, the specials running up to $32\frac{1}{2}$ to 33 cents. The fresh extras are bringing $33\frac{1}{2}$; firsts, 31 to $32\frac{1}{2}$; seconds, 28 to 30; thirds, 26 to 27 cents. The held grades are from 1 to 2 cents lower than these prices.

The market for the choice grades of new laid eggs continues strong, but in the lower and medium grades there is a more unsettled condition and holders are urging sales. There is a moderate demand for storage eggs. Fresh gathered Western extras are quoted at 37 to 39 cents; extra firsts, 34 to 36 cents; firsts, 31 to 33 cents; seconds, 28 to 30 cents; thirds, 23 to 26 cents. The nearby white henery eggs get fancy prices ranging up to 50 and 55 cents for the finest grades. FRED. A. MCGILL.

A Tiny Product that Employs Big Capital.

If you were asked to name a product employing millions of dollars of capital you would probably never think of the tiny Oxo Bouillon Cubes which have recently become so popular. Yet such is the case. The Liebig Co. makers of the convenient little Oxo Cubes, own and operate over 5,000,000 acres of ranches on which there are constantly growing more than 300,000 head of selected cattle.

Although introduced into this country only a few years ago, Oxo Bouillon Cubes have already reached an immense popularity. This is partially due to the valuable help dealers have always received from the American selling agents—Corneille David & Co., of New York. At present they are offering a very attractive free deal that ought to interest every live dealer in the land.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Receiving Chute. The Store Front. Unpacking Goods. Provisions Against Vermin.

How do you get goods into your store? Do you have to roll or haul them up a skid, or "pack" them in on the backs of husky men? I am going to drop everything into my new cellar on a slide. Everything can be unloaded on the rear sidewalk and immediately be dropped down through the trap door, arriving in the middle of the cellar floor. There it can be entered on the receiving book, opened and sent to its proper place without any muss or the disturbance of any part of the working machinery of the business. Rubbish can be burned in the furnace under the boiler in winter, and much of it can be prepared for use as fuel during the summer and stored in the coal vaults. All of this litter always can be kept out of the way of business.

I have told how my cellar is to be made vermin proof. The main floor is going to have similar treatment. When the first rough floor is laid we are going to lay wire netting $\frac{1}{4}$ -inch mesh around the edges of the room on top of that first layer of flooring, and bend the wire up where the baseboard will go. This will render it impossible for rats or mice to get in through the edges of the floor. The maple overfloor and baseboard will, of course, hide the netting.

The fixtures in my store now are of the best. The bins are of the latest tilting type, so constructed that vermin cannot enter them; and all the fittings are of natural quartered oak, so well seasoned that there is not a single crack or check in it after eleven years of use. This shows that it pays to buy the best. When the

shelving is taken out for setting up in the new store I plan to cover the entire back of the furniture with the same kind of wire netting described above, so that rats and mice cannot gain access to the shelves from any point except the front; and they will not do much of that, because they cannot get out excepting also in front. This netting will go up to and against the ceiling, which is to be of metal, so I cannot think how any vermin can get into the store, or live if it gets in. And I do not know any one thing I want to make more sure of than that we shall be absolutely free from those pests. I also cannot think of any better time to insure freedom than when we are beginning with a new room which we can fix up to suit ourselves. Any suggestions?

The front of the new Johnson & Son store is going to be one which I always associate with California, because I got the idea from that glorious country. In that fine climate very little protection is needful, so the fronts are made to open clear across the store width. The windows either slide up or are hinged to the ceiling so they can be tilted back and up like huge transoms. This construction does away with the fixed bulkheads which we generally find built into show fronts. The displays are built up from the floor whether the windows are kept closed or opened; an arrangement which admits of any variety of display. Bulkheads can be made removable so they may be used if wanted, but one is not compelled to use them. One really gains all the space which is usually wasted under the false floor of the bulkheads as commonly built.

So my windows, over 46 feet of glass, by the way, are going to be built so that the bottom of the plates will come about 3 or 4 inches above the floor. Then I can have the space behind them absolutely unobstructed, free from any display, or fixed up with any kind of arrangement I want to use, including removable bulkheads of varying sizes, such as may be suitable to any display I want. This has another valuable feature. When the windows sweat, as they may sometimes do in severe weather, nothing will be in the way of their draining directly onto the floor, instead of as is usual, wetting the surface of the bulkhead structure, spoiling draperies, clogging drains, etc.

The steel posts in the front are going to be grooved to hold the glass flush on the outer edge. They will not, as we so often see them, stand inside of the windows, just far enough from the glass to make it very hard to keep the windows clean behind the posts.

Immediately back of each post there will be a plate glass mirror partition, about two feet deep, with glass shelves on each side, on which fancy goods may be displayed. This will have the effect of dividing the windows into panels wherein different goods may be displayed, and will increase the attractiveness of the entire front.

The best of all this is that it will not necessarily cost more than the orthodox store front. It will simply be the result of observation, study and careful planning ahead of time. It is neither necessary that we build inconvenient labor-wasting, unsightly stores, nor yet is it "written" that we must spend a lot of money to make them practical, labor-saving and sightly. A little systematic foresight will do most of it.

Almeria grapes are beginning to sell well, the range being \$3.50 to \$5.50. Domestic grapes have gotten poor and the trade have turned to the Almerias, which are about \$1 below last year.

The best Florida eggplants are bringing \$2.50 per crate, and the demand is moderate.

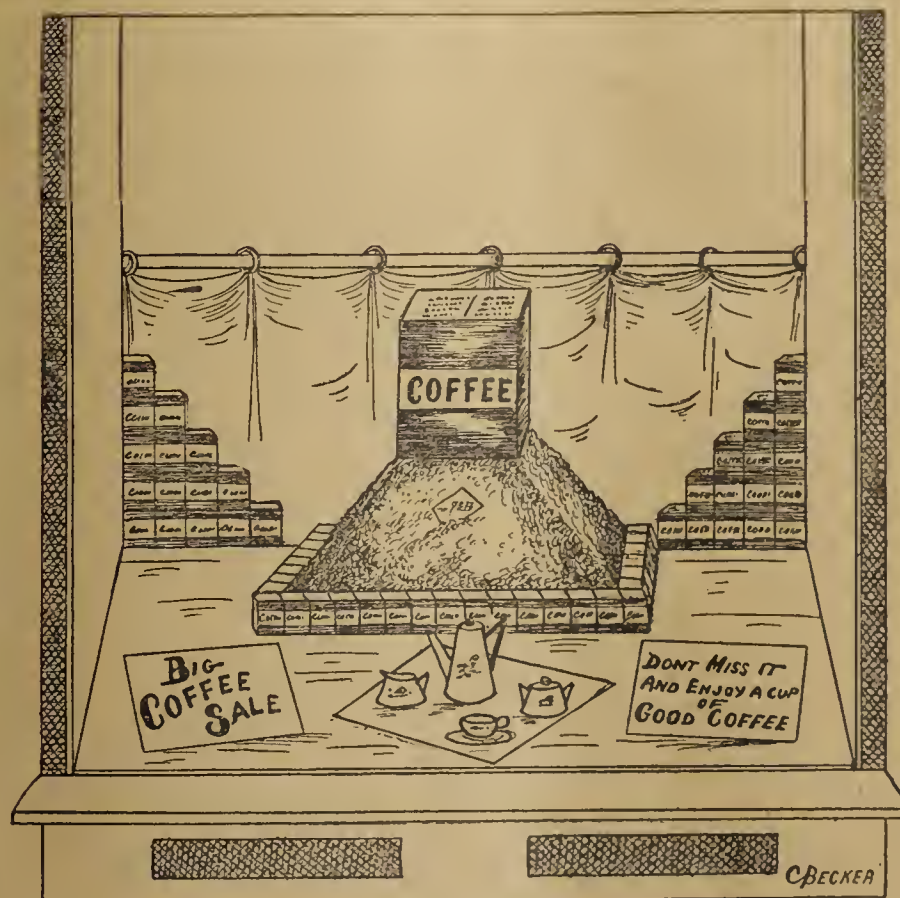
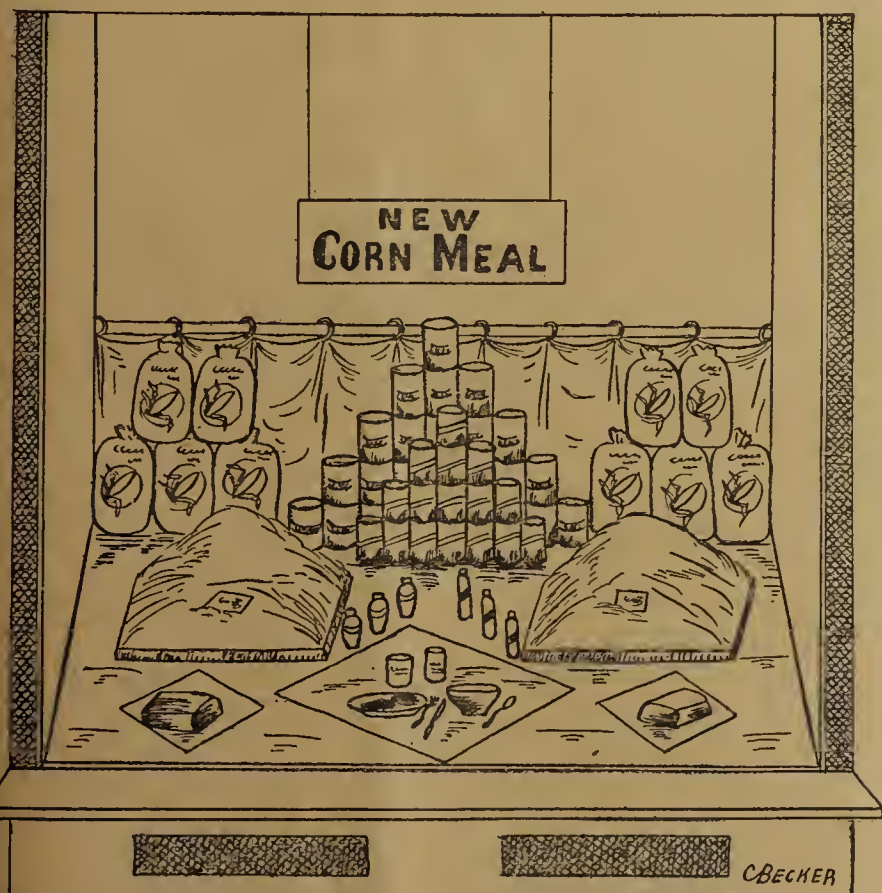


Corn Meal Display.

The season for new corn meal is here, and a window display of it suggests the use of this wholesome food. This is a neat one and will require only a little of your time. To arrange, first cover the bottom of the window with a dark red crepe paper. In the centre in front spread a large linen napkin, on it place a bowl about three-quarters full of the meal; place a silver spoon beside it. On the plate place two pieces of the cooked meal, beside this place a knife and fork, back of them place a can of condensed and evaporated milk. At each side of the bowl place a small white napkin on which place a piece of the cooked meal. Cover eight narrow wood strips with the red crepe paper. At

Coffee Sale Display.

Mostly every grocer appreciates a suggestion on a sale window. This is a neat and attractive one on coffee, this article being so very high in price at the present time, a few cents saving on every pound, say for a day or two, you will find will bring you plenty of customers. Use a package coffee for this sale. To arrange this display, first cover the window with a light colored crepe paper, any shade that will show up the packages to the best advantage. In the centre in front place a napkin, on which place a coffee set, and at each side place a large sign card with wording like in illustration. Make the cards large. Now make the foundation for the coffee pyramid in the centre; use a corn



each side nail four of them to the bottom of the window, pile this square full of the meal. If you don't care to use so much stock, make the bottom of paper or bags, cover with clean wrapping paper, and then spread the meal over this about one or two inches deep. Place a neat price tag on each pile, and between them place a few bottles of honey and maple syrup. At the rear, in the centre, place a large pyramid of different grades of table syrups, and at each side of this place a pyramid of the meal in ten pound sacks. Make a background of a curtain of the red crepe paper. Suspend a neat sign card with the wording like in cut.

or tomato box, nail boards from the top to the bottom to form a slant; it need only have three sides, having the boards all arranged cover them with paper before filling with the coffee. Place a row of the packages all around the base first, this will prevent the coffee from running all over the window. Place a neat price tag on the loose coffee. For the large package use a wood or pasteboard box covered with crepe paper as near like the regular package as possible. Make a half pyramid of boxes or packages at each side of the window in the rear. Use a curtain effect of the crepe paper for a background.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—Grocery and general merchandise business; annual business, \$7,000; stock, about \$2,000. Further particulars address John F. Day, Siegfried, Pa. 22

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE.—Stock and fixtures of a good corner grocery store, cigars and candy, doing cash business. Would do well with fresh meats. Will sell to quick buyer at a reasonable figure. Dwelling contains six rooms and all conveniences. Desirable growing neighborhood. Reasonable rent. Corner Millick and Race streets, between Sixtieth and Sixty-first, West Philadelphia. 21

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$15,000. Neighborhood of Fifty-second and Haverford Avenue, West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4665 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$7,500. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 23

FOR SALE.—Grocery and queensware store, established in 1852, located on the main street of a growing town of 5,000 population. Sales run from \$20,000 to \$25,000 yearly. Business is conducted on strictly cash basis. Annual profits average from \$2,000 to \$2,500. A rare chance for a live up-to-date man. Will inventory about \$3,000, can be reduced. Reason for selling and full information given on request. Call on or write Angle Brothers, Shippensburg, Pa. 25

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,700. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—An old established corner, doing a good business in groceries, provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,150. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms, rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences, also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low.

About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000, catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa.



THIS CUSPIDOR in hand-painted color at \$8.50 per gross, drainage charge, package charge, the tire gross is yours for \$3.50, plus the freight. The PETERS & REED POTTERY CO. ZANESVILLE, OHIO

No. 42 Cuspidor—6½-inch

The One Pure Sugar Syrup

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Editor.
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Manager Circulation and Prices-Current.

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Can a Manufacturer Stop Cutting by Dealers Who Haven't Agreed Not to Cut?

More on a Subject Recently Discussed in the Legal Department of this Journal—As to the Chance that the Court Would Enjoin a Cutter Who Cut so Deeply as to Demoralize a Manufacturer's Business—Some Correspondence on the Point.

Readers hereof will remember a recent article published in the Legal Department by the editor of this journal, on the legal rights of a manufacturer to stop by injunction the cutting of prices by a dealer who had made no contract to hold them. The opinion was expressed that while no such case was on record, it was probable that the court might grant an injunction on account of the enormous injury that might ensue, in spite of the recent court decisions that no contract to uphold prices could be upheld.

The article in question has aroused a great volume of discussion and comment, and some criticism from persons who contend that the Supreme Court decisions in the Miles and other monopoly cases settled forever that no plan to control prices was legal. Some of the correspondence which has passed between the author of the article and persons interested in it is reproduced below:—

New York, Nov. 16, 1911.

Elton J. Buckley, Esq.,
Attorney-at-Law,
643 Land Title Bldg.,
Philadelphia, Pa.

Dear Sir:—My attention has been called to an article published under your signature in the "Grocery World and General Merchant" on October 28th concerning the possible right of a manufacturer to prevent the sale of his product by a retailer at cut prices, and I take the liberty of writing in the hope that you will be kind enough to give me the benefit of your views in somewhat greater detail than is afforded by the article in question.

On page 22 you suggest that the manufacturer might obtain an injunction against the retailer, first, because of irreparable injury sustained by him. I am not quite clear that this is so, because it seems to me that to a certain extent, at least, the cutting of retail prices would tend to increase the demand on the part of the public for the article, and the business which the manufacturer would lose from retailers who would not meet the cut rate might well be compensated by the increased consumption originating in the store of the cutter. Further, it would seem that in any event the manufacturer might protect himself by withdrawing a quantity price and thus render it impossible for a large purchaser to buy at more favorable terms than his smaller competitor. If you know of any decisions to the effect that under the circum-

stances show the manufacturer would be suffering irreparable injury, I hope that you will have the kindness to refer me to them.

You further suggest that the retailer would be exceeding his rights in selling the product below his own cost. If there is any authority for the suggestion, I believe it ought to be called to the attention of merchants at the earliest possible moment. There can be no doubt that much real injury is caused to the community at large by price cutters, and if there is any judicial determination upon the subject, I should be very much interested in following it up.

You also refer to the reason for granting a preliminary injunction, and I presume that you intend to distinguish between that remedy and an action in equity for a permanent injunction. I thought that you might have some reason for making this distinction which is not disclosed in the text by reason of some particular decision which you may have in mind.

I am frank to say that the entire reasoning disclosed in the case of Miles vs. Park & Sons, 220 U. S., 372, so far as the prevailing opinion is concerned, seems to be opposed to the suggestion that a manufacturer might obtain an injunction for the purpose of controlling retail prices in the hands of dealers to whom his products are sold, and I hope that you will have the time and the inclination to send me a few lines pointing out my mistake.

Yours very truly,

MORTIMER W. BYERS,
Counselor-at-Law,
41 Park Row.

THE ANSWER.

Philadelphia, Nov. 19, 1911.
Mortimer W. Byers, Esq.,
41 Park Row,
New York.

My Dear Sir:—Yours of the 16th inst. in re an article written by me on "A Manufacturer's Rights Against Cutters Not Under Contract," and published in the "Grocery World and General Merchant," is received and carefully considered. I seem to have been unfortunate in not being able to make clear the theory which I intended to advance in the article in question. I have received a considerable number of communications regarding the article and some criticisms, but every person who has written or spoken to me on the subject makes what I consider the error of assuming that the decisions in the Miles case, the Electric case, etc., apply to the case which I outlined. In my view these decisions do not in the least apply, for the reason that every one of them considers in some phase the question whether a contract to fix prices can be upheld.

The suppositious case which I cited in my article comprehended the wanton public cutting of a price by a retailer, for instance (who had signed or agreed to no contract to hold a certain price), to a point below his own cost, either for the de-

liberate purpose of demoralizing the business of the manufacturer whose product he should cut, or for the purpose of attracting trade to himself. Whatever the motive, the result to the manufacturer's business would be complete demoralization through the fact that other retail distributors, unable and unwilling to meet the price—which they would have to meet if they were to make sales—would practically cease to handle the product at all. Thus distribution would in part cease, with the inevitable result to the manufacturer of loss and demoralization.

It is true, as you suggest, that the cutting of prices would increase the demand, but if dealers acted upon their usual and justifiable plan of refusing, so far as they can, to sell merchandise that pays them no profit, the increased demand would find no adequate channels through which it could be satisfied. Moreover, no manufacturer would willingly concentrate his distribution in one store. Your suggestion that the manufacturer might protect himself by charging the large buyer as much for his product as he charged the small, also seems to me not to reach the point, for I am considering cases

where the price-cut would be deep and wanton, and would not depend on cost price at all.

The question which my article raised was whether a manufacturer who suffers such an injury as this, or who sees himself likely to suffer it, must lie helpless and take it, or whether he can appeal to the courts to grant him an injunction against the cutter, by reason of the certainty of irreparable injury if the injunction were refused. I believe that the court would listen to such a plea and would be much inclined to grant it, first, because the injury in such a case would be absolutely beyond the possibility of speedy repair—irreparable, to use the legal term—and second, because no ordinary action at law for damages could begin to restore to the injured party what he had lost. I am unable to cite any cases in support of this theory, however, because there are none on the subject, either pro or con. So far as I have been able to find, the exact theory which I am propounding has never been considered by the courts at all.

Yours very respectfully,
ELTON J. BUCKLEY.

Indianapolis Mayor Will Sell Tea and Turkeys to Consumers at Carload Prices

Gets a Price of Twenty-seven Cents Per Pound on Tea from London Which the Seller Says Will Compare With the Average Sixty Cent Tea at Retail. Also Expects to Sell Turkeys at Seventeen Cents Per Pound. Kentucky Town Going Into the Same Business.

Special Correspondence of "Grocery World and General Merchant."

Indianapolis, Ind.,

November 22, 1911.

Several weeks ago I sent some correspondence from here in which I told of the plan of Mayor Shank, of this city, to sell produce to consumers over the middlemen's heads. The only thing sold at that time was potatoes, which were sold at a price per bushel much below what any middleman could afford to sell for.

The plan was such a success as to potatoes that the Mayor has also gone into the tea business. Several weeks ago he wrote to London for tea prices, and has just received them. The price named on the grade wanted was 27 cents per pound. A sample came with it, also a letter saying: "Please taste this tea against any at your place retailing at, say, 60 cents a pound, and you will at once say the one offered at 27 cents is better."

During the past week Mayor Shank has given it out that he

expects to have turkeys to sell to consumers direct over the holidays. As to the price, he says he hopes to be able to sell at 17 cents per pound, which would be very nearly 10 cents per pound below the probable retail price here over the holiday season. Two more carloads of Michigan potatoes are expected as this letter goes forward, and they will be sold at cost, like the others.

Mayor Shank has recently received a letter from J. B. White, Mayor of Williamsburg, Ky., asking where he can buy potatoes to sell in the same way.

R. E. V. HARTLEY.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-645 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2808-2809
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



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Receipt"**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

The New York Letter

Results of American Specialty Convention. Resolutions. Tea Controversy Still Rages. More State Food Law Cases. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Nov. 23, 1911.

Now that the third annual convention of the American Specialty Manufacturers' Association has been held the trade may ask, what were the most important results that were accomplished?

Judging from the talk among the members and officers, these results were in the moral support and encouragement of the work. The convention surpassed its predecessors in attendance and in the degree of interest that was manifested and that amounted at times to genuine enthusiasm. The members seemed to be generally pleased with what had been done and with what is in prospect.

Thus assured of their ground, the officers and committees are to push the work with even greater zeal than heretofore in various ways. While the executive session was not marked by any unusual or radical action, it is learned, yet measures were taken which are expected to broaden the activity of the organization in some respects, the details of which are to be made apparent during the coming months. One of the features, it is known, will be the redoubled efforts to build up and strengthen the auxiliary associations of representatives in various parts of the country.

The association also expects to follow up its quiet but well directed attempts to bring about better and more friendly relations among the several factors in distribution, including manufacturer, wholesaler and retailer.

In last week's issue were given the proceedings of the first day of the session, including the important reports and addresses read and delivered, the prompt publication of which was the subject of much favorable comment. The convention continued its session on Friday in the Sun Parlors of the Waldorf-Astoria, with the executive session in the morning and with the closing session, open to all, in the afternoon.

The general confidence in the present officers was so strong that all were re-elected as follows:—

President, Walter H. Lipe, Beech-Nut Packing Co., Canajoharie, N. Y.; first vice-president, Louis Runkel, Runkel Bros., Inc., New York City; second vice-president, A. J. Porter, Shredded Wheat Co., Niagara Falls, N. Y.; third vice-president, W. M. McCormick, McCormick & Co., Baltimore, Md.; treasurer, Louis H. Soule, the Bon Ami Co., New York City.

In the Board of Directors the terms of three members expire each year. B. T. Babbitt Hyde, of B. T. Babbitt, Inc., New York, one of the three whose terms expired this year, was re-elected for a new term of three years. Two new directors, elected for three-year terms, are Carl A. Lautz, of Lautz Bros. & Co., Buffalo, N. Y., and A. J. Bloch, of the Bloch Bros. Tobacco Co., Wheeling, W. Va.

The six directors holding over are: J. D. Lewis, N. K. Fairbank & Co., Chicago; Andrew Ross, Kellogg Toasted Corn Flake Co., Battle Creek, Mich.; Samuel S. Fels, Fels & Co., Philadelphia, Pa.; J. E. Linihan, United Cereal Mills, Ltd., Quincy, Ill.; Chas. T. Lee, Libby, McNeill & Libby, Chicago, Ill.; W. B. Cherry, Merrell-Soule Co., Syracuse, N. Y.

Resolutions were adopted to the following effect: In favor of 1-cent rate for ordinary business letters; in favor of a new uniform weights and measures law to be passed by Congress; to appoint a publicity committee of five members and a legislative committee of seven members.

It was brought out that a newspaper in Westfield, N. Y., had proposed a scheme for printing in daily papers a pure food list to include the name of food manufacturers whose products had been proved on investigation to be what they should be.

The Van Camp Packing Co. answered this proposal by pointing out how unfair and destructive it might prove to manufac-

turers who might not care to comply with the terms of the publishers.

One of the important addresses of the second day was that of J. H. McLaurin, the president of the Southern Wholesale Grocers' Association, who spoke strongly against the practice of free deals, especially when they include free packages. The practice, he said, has proved very harmful at times to the Southern jobbers and is also harmful to the retailers. He expressed the opinion that the manufacturers can find other ways of increasing their sales. He also condemned with much vigor the giving of bonuses by manufacturers to jobbers' salesmen and said that this serious evil has been getting more extensive.

The Hon. George L. Flanders, the First Assistant Commissioner of Agriculture in New York State, spoke for uniformity in the food laws of the various States, for less drastic food legislation in some States and for an increased number of food producers in order to lessen the cost of living.

One of the interesting addresses of the opening day was that of George B. Wason, Boston, Mass., the president of the National Wholesale Grocers' Association, who talked on the present day relations of the merchant to the consuming public.

An address that was heard with th closest attention was that of John W. Lux, the president of the National Association of Retail Grocers, who discussed the relations between the manufacturer and the retailer.

After the convention many of the members expressed their warm appreciation of the excellent arrangements for the meeting and gave a large part of the credit to Secretary A. C. Monagle and his assistant, George Brent.

The tea discussion has been brought to a point where the issues are drawn somewhat clearly. A large number of the importers, mostly in the East, now request the Treasury Department to exclude from this country any further shipments of China green teas of standards Nos. 5 and 6, pending an inquiry as to whether or not such teas are artificially colored.

As to the manner of the in-

quiry, it is proposed that samples of all such teas already admitted to this country be assembled in New York and examined by a Board of Chemists including the Government chemists and others representing the importers. It is expected by the importers that such an investigation would prove the Government tests to be inadequate.

In a communication to the Department at Washington, Lloyd C. Griscom, attorney for the importers, writes:—

In view of the immediate loss which threatens the great body of tea merchants through the present admission to the American market of artificially colored and faced teas, I have the honor respectfully to request that, pending the examination of teas and the study of a formula, as suggested above, no further China green teas of standards Nos. 5 and 6 be released by the Department's officers. It is hardly necessary to point out that teas once released cannot be recalled, and as long as the present formula is in force the tea market will continue demoralized. The committee assumes that once an abuse has been pointed out the Department will not permit a defective regulation to operate to the injury of that overwhelming majority of the tea trade which is honestly endeavoring to conduct its business in conformity with the law.

About 80 cases of violation of the sanitary code and the food laws were brought this week before the Court of Special Sessions, the number being a little larger than usual. Most of the defendants were bakers, butchers, milkmen, and there were a few small grocers.

The fines aggregated about \$500. One or two of the defendants were locked up because they did not have money with which to pay their fines. A score of cases were adjourned until December 18th.

In fining several of the small bakers, the judges said that they would prefer to punish the wholesalers who sold the liquid rots and spots with which these bakers have been making cakes and confections of various kinds.

One of the cases adjourned was that against the F. E. Rosebrock Co., wholesale dealers in eggs. The daily papers have called Mr. Rosebrock the king of the rots and spots and say that he has made a fortune in the business. He was fined \$250 on a similar charge in December and it was then said that he had been selling tons of the bad eggs in this city. His books were seized in the ex-

etation of proving that he had subsidized health department employees, but no proof of this kind was found. The books showed large purchases but threw little light on the ultimate disposition of the eggs.

Carl Schmidt, a small baker at 74 Third avenue, was fined for having a can of bad eggs in his possession. He said that he paid cents a pound for the stuff to Samuel Mutner, of Chambers street. The baker said that he told the wholesaler that the eggs were bad and Mutner replied, telling the baker to use up the can and proper credit would be allowed on the books. Mutner is so to be tried for selling the eggs.

One of the defendants was Herman Naething, who has one of the biggest restaurants downtown, making a specialty of Vienna cakes and confections. He was accused of having bad eggs in his bakery and denied the charge. The trial was postponed.

SUMMARIZED MARKET CONDITIONS.

In the spot coffee market there has been more inquiry from the country in the last week, but the aggregate of actual business is of small volume, indicating that buyers lack confidence in conditions and place orders only for immediate requirements. On desirable qualities the prices have been steady. In other grades there has been some variation due to the influence of options.

Japans and Formosa teas are being bought more freely by the country. There is still anxiety as to the outcome of the color question now before the Treasury Department and this adds to the caution of city buyers in the wholesale market. The arrival of large shipments of green teas of the grades under discussion is still some time off and it is expected that the questions will be settled before these teas get here.

Local sales of refined sugar are of fair volume, but the business in general is inclined to go slow, pending the new Cuban crop movement to begin next month. All of the refiners quote 6.10 less 2 per cent.

There is a good local demand for new crop molasses from distributors and bakers. Prices are firm.

Stocks of rice are increasing with better assortments. The buying movement is of a routine character, but prices are maintained in sympathy with conditions as reported from the South.

Although the demand for canned tomatoes seems quiet at present yet the steady movement of small lots with some speculative buying by one or two interests has reduced the holdings of the weaker packers apparently, and there is not as much pressure to sell as was recently noted. Standard No. 3s may still be had at 95 cents f. o. b., with the 14-cent freight rate, and No. 2s may be had at 75 cents on the same terms. Corn continues easy and jobbers are not placing any heavy orders. One or two fairly large lots have recently been sold on a basis of 60 cents for standard grades f. o. b. Ohio factory. Peas are quiet with prices firm. String beans are firm, with limited offerings and only light demand.

California and Southern fruits are quiet without any pressure to sell, however, and stocks in first hands are said to be below normal. Pineapples are steady. The market for gallon apples is somewhat unsettled.

In dried California prunes the spot market is now a little firmer. The recent sales at concessions seem to have resulted in a sort of a clean-up of surplus supplies. This is especially the case in 40s. The European demand has broadened and now embraces the large as well as the small sizes. Jobbers who were looking for 40s in the last day or two were unable to get very favorable terms. It is said, however, that a large shipment will soon reach here by water, which may have an effect in the buyers' favor. Seeded raisins are easy. Peaches and apricots are dull, but prices steady. Currants are firm.

California dried lima beans have been advancing in prices on resales by jobbers and by coast operators.

An increased demand for California walnuts is reported. Other kinds of nuts have been selling in moderate volume for the holiday trade.

The flour market continues dull as the buyers look for unusually low prices, while the mills are inclined to hold out on any tendency

(Continued on page 12.)



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SALESBOOKS IN THE WORLD.

WITH THE EDITOR

A number of the leading merchants of the East gave John Wanamaker a testimonial dinner in New York last week, and in the course of an address Mr. Wanamaker expounded some views as to the relation between large stores and small ones. We reproduce what he said:—

**What Wanamaker
Expects to See
Parcels Post do
to Small Stores.**

No storekeeper has anything to fear from the large general stores in the large cities and public service utilities when properly conducted. The nature of these businesses, their organization and ever-changing stock of merchandise do not profitably meet the requirements of a mail order department such as the old mail order houses that Chicago and the West have had for years without any public complaint. A million of dollars' worth of sales are made in New York State from these Chicago stores. Certain it is that very few of the small stores throughout the country can fully meet the needs at all times of the populations surrounding them. It would be ruinous to the smaller establishments to carry these high cost stocks of foreign high-priced goods when they could easily write to the large cities for samples and make the usual commission without any investment of money to carry stocks. It must be quite clear that any one writing direct for samples could carry the samples to their storekeepers, who could order them and hold the business of their neighbors and make a profit through the parcels post service that they lose entirely when their customers write direct to the large city stores because the local merchants do not encourage them to come to them. I would far rather enter into a contract with as many of the large stores of the country, as there are patriots who will unite to give up the mail order business entirely.

Either that, or as an alternative, all stores doing a business of over a million of dollars should agree to be excepted in the general law establishing a parcels post business, in the interest of the smaller local stores. To burden 100,000,000 people for the benefit of a small number of one class who have stores outside of large cities, seems to be unjust and unnecessary and un-American. I believe the effect of establishing a parcels post would consolidate many stores in communities where they are not profitable to-day with the business divided so much, and this consolidation would give communities larger stocks and any use of the parcels post through easily obtained samples, saving an increase of their capital to carry stocks, and greatly increasing the prosperity of the local stores and the comfort and content of the people, who would be better served, and without detriment to the business of the large cities.

These suggestions are entitled to most serious consideration. Why could not many a general

storekeeper, by acting as agent in certain lines for such stores as Wanamaker's, hold business which he otherwise would lose? The writer confidently believes that if we get full parcels post hundreds of small stores will have to use some such measure or go out of business.

Mr. Wanamaker's suggestions as to the probable result of parcels post upon the merchants of country communities is also entitled to deep thought. He sees what everybody else sees who is not so blind that he won't see—that the increased competition of the large city stores, which parcels post will foster, will result in the consolidation of small stores in local communities. This of course means one store and one merchant where there were two or three stores and two or three merchants before. It may actually be an advantage in some cases, but we doubt whether it will seem such to the merchants who are eliminated.

The tomato packers of New Jersey made some wild charges against the Maryland packers before the New Jersey Health Board last week. They charged that some of the Maryland packers bought in New Jersey tomatoes so poor that the New Jersey canners wouldn't use them, and packed them up and sold them as New Jersey goods. We doubt this very much, particularly the insinuation that the practice is prevalent. Such a fraud would be directly against both the Federal and the Maryland State food laws, and packers to-day aren't hunting trouble of that sort. Moreover, there has not been a case of this kind of misbranding, so far as the writer can remember, for at least a year. That certain Maryland packers, especially those of Baltimore, pack slop, is admitted by all familiar with the subject. And that the average quality of New Jersey tomatoes is perhaps somewhat better than the average quality of Maryland tomatoes, is also

true, and yet there are many brands of Maryland tomatoes which are the equal of those packed anywhere. The New Jersey packers are not quite fair.

The American Specialty Manufacturers' Association, at its annual session in New York last week, did something—which will probably strike the last stone from under the feet of those who object to laws requiring the net weight of package goods to be printed on the label.

Nobody but manufacturers have ever objected to such laws. The American Specialty Manufacturers' Association is composed of the largest manufacturers of package goods in the country, and that they have gone on record as they have is pretty nearly an unanswerable argument against the attitude of such other manufacturers as may still persist in their opposition.

Net weight laws are coming—there is not the slightest doubt about it. At first they will be inconvenient to the manufacturers subject to them, but is that a valid answer to the argument that the consumer has a fundamental right to know what he is getting for his money? It must be remembered that all manner of strange devices have been and are still being used to rob him of that knowledge and mostly to that can be attributed the persistent demand for the knowledge now.

The esteemed "Canner and Dried Fruit Packer," of Chicago, sends this journal a clipping from one of its recent issues, recommending that the trade name of canned products be changed from "canned goods" to "canned foods." The reason is thus given in the article:—

It sounds much cleaner to say FOOD. No one would ever refer to the food served on his table as GOODS. We go into a restaurant for FOOD.

To have the trade who distribute our products refer to them in

their correspondence and talk as canned "foods," instead of canned "goods" or canned "stuff," and other terms not accurately descriptive, will go a long way toward elevating and placing our commodities on a much higher plane with both the consumer and dealer, so let's all make a mental resolution to adopt this expression, and it will not be long before it is in general use.

The "Canner and Dried Fruit Packer" asks for an expression of the writer's opinion on the subject, and here it is: We don't think the proposed reform amounts to two pins. There is nothing opprobrious about "goods." Nobody is going to be prejudiced against canned products because they are called "canned goods," and nobody will be more favorably inclined toward them if they are called "canned foods." Not a soul but knows anyway that "canned goods" means canned foods. It is chasing trifles. There are so many more important things to do for canned goods that it is a waste of time and energy to go after this little thing.

One by one the manufacturers who in the past have been the most important exponents of limited prices appear to be dropping the idea and throwing the market on their goods wide open. That is, so far as any organized effort to hold the price is concerned, though as with the case about to be cited, their relinquished control is usually as strong as the unrelinquished.

The Diamond Match Co. is the latest ostensible backslider. For several months the Match Trust has distributed its goods under perhaps the tightest limited selling plan on record. Jobbers were merely agents. Matches were consigned to them, kept by them as the Trust's property, bearing insurance paid for by the Trust. When the goods were sold the jobber deducted his commission and paid for them. Naturally, as the goods weren't at any time his, he had no control over prices, and was compelled to sell at figures which the Trust, the owner, fixed.

**Significant and
Exceedingly
Important.**

**Tomato Canning
Accusations.**

**Limited Prices and
the New Diamond
Match Scheme.**

Trifling.

As reported last week, this plan has now been dropped. The Trust announces to the trade that it will sell them outright, like anybody else, dividing its brands into "Class A" and "Class B." It will employ retail salesmen for Class A brands, which are the highest priced, and while the jobber can please himself as to whether he cuts prices or not, the Trust tells him very plainly in its formal announcement that "it will be our policy not to sell (except at list prices, which would absorb all the jobbing profit—Ed.) to such wholesale distributors as do not voluntarily * * * sell Class A brands at our list prices." And without doubt if any jobber sold to another jobber thus cut off, the Trust would also cut him off, so that its control over prices is just about as absolute as it ever was, with none of the red tape and expense.

This is exactly in line with what the writer has often contended; that in order to limit prices a manufacturer needs nothing more than his unquestioned right to sell whom he will on any terms he could impose.

Carter, Macy & Co. Change Selling Plan and Now Sell Any Retailer Direct

A Revolution, Because Made by One of the Most Conservative Houses in the Business. Philadelphia Manager Woodruff Thinks the Retailer Deserves the Right to Buy in the Best Market. House Named Has Previously Sold Only Large Operators.

When a firm like Carter, Macy & Co., the New York tea importers, change their selling plan so radically as to be willing to sell the retailer direct—any retailer—the fact is noteworthy, because Carter, Macy & Co. have been known as one of the most conservative importing houses, and in the past have refused to treat with anybody but the large wholesale operators, or the very largest retailers. To-day the concern named is itself the authority for the statement that they will sell *any* retailer, though naturally not a small retailer on the same terms as a large one.

The present representative of Carter, Macy & Co. in Philadel-

phia is R. M. Woodruff, who is a well-known tea man and was long in the employ of the A. Colburn Co. Mr. Woodruff talked entertainingly with a representative of this journal during the week of the new policy of his house and the general business condition of the retail grocer.

"The house of Carter, Macy & Co.," said Mr. Woodruff, "believes that the retailer has not been given quite a fair chance in the past, and that he deserves peculiar consideration now. He has worked hard, but with little result, and has been shut out of the best market, while compelled to meet the competition of the chain stores. We believe that he should

be given a chance, and, so far as tea is concerned, we will give him that chance by selling him any quantity he wants to buy. When I say "him" I mean any retailer, of any size. Naturally, we will not sell a retailer who buys in small quantities on the same terms as a large one, but we will sell him if he is a desirable customer. This thing of protecting the jobber by refusing to sell retailers direct is all very good, but we are here to sell our goods, and as we have decided that the retailer is entitled to buy of us, we will sell him. In fact, we already have salesmen going among the retail trade after orders which will be filled direct."

The firm of Carter, Macy & Co. have connections wherever tea is grown.

Toledo (O.) Grocers Want Oleo Tax Removed.

Five hundred Toledo, Ohio, grocers signed a petition last week asking Congress to amend the law that a tax not exceeding 2 cents a pound be levied on oleo-margarine, whether colored or not. Discrimination is alleged.

THE SIMPLE FACT

THAT WE GUARANTEE THE SALE OF

Post Toasties

IS PROOF OF MERIT.

We create the demand by continuous, heavy advertising, and the merit or quality pleases customers and holds them.

POST TOASTIES have a delightfully crisp, toasty flavour that appeals to young and old folks alike, and

"The Memory Lingers."

Supplied by all Jobbers.

Made by Postum Cereal Co., Ltd., Battle Creek, Mich.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The National Retail Grocers' Co-operative Association

Corning, N. Y., Nov. 18, 1911.
To the Editor.

Dear Sir:—May I take the liberty to inquire of you what you know concerning the National Retail Grocers' Co-operative Association of New York (305 Fifth avenue)? They addressed the secretary of our association asking him to recommend some one whom he might think would take up their proposition, the nature of which I know nothing.

I am enclosing a self-addressed stamped envelope for your reply, which will be held strictly confidential.

Thanking you very kindly for your courtesy, I remain,

Truly yours,
H. F. BEYEA.

This is believed to be the concern that was recently granted a charter by the State of Delaware, with a very large capitalization, of which but a small percentage is paid in. The object of the concern is to organize grocers for the purpose of doing co-operative buying, but nobody of any particular experience or note is associated with the movement, so far as can be learned, and this journal advises caution in dealing with it.

As to Stocking Goods to Please Customers.

Louisville, Ky., Nov. 21, 1911.
To the Editor.

Dear Sir:—In a recent issue you published an article by Herbert R. Melrose, of Philadelphia. Will say that I have always regarded your journal as the best medium for success in the grocery business since I saw the first copy.

The article by Mr. Melrose told of two efforts he had made to induce his grocer to stock goods. He failed both times and bought the goods at wholesale in each case. You ask your subscribers' opinion of this case. I believe if you would answer the question yourself you would say that Mr. Melrose's grocer was a wise man.

I have a few items on my shelves that were placed there

to please some of my customers under the same circumstances mentioned in your paper. How long they will remain Heaven only knows. If a customer really wants a particular brand of corn, or any other item that his grocer does not carry in stock, he can get it if he will order it in the right way. That is done in this way: "Get me a case of Honey Drop corn," or "get me a dozen jars of French jelly." If the goods are in town and the customer pays his bills regularly the grocer will usually get it for him.

It happens very often that some of our customers are either directly or indirectly interested in our jobbers, and in that manner the "easy" grocer gets some of his "stickers." On the other hand, suppose ten or more customers would like a different brand of some article that I do not carry in stock. Would it be a good business policy to put them all in to satisfy the whim of each customer?

In my opinion the grocer in question knew his business all right, and was right in not letting some one else manage it for him.

Yours truly,
FRITZ C. SCHUEPBACH.

Important Western Trade Organization Opposes Parcels Post.

Lexington, Mo., Nov. 20, 1911.
To the Editor.

Dear Sir:—For your information, I am pleased to enclose you copy of resolutions passed at the 22d annual session of the Trans-Mississippi Commercial Congress, at Kansas City, Mo., November 14th to 17th.

The resolutions were passed as presented by the undersigned, except with the addition of the last three lines, which very much strengthens the same. The vote upon these resolutions was ninety for, to sixteen against, which shows the almost unanimous sentiment of the members of this organization against parcels post.

The Trans-Mississippi Congress is the most influential and most important meeting of business men west of the Mississippi River, and certainly its action in this matter is of great importance at this time, and will have great weight when the question of pass-

ing a parcels post law shall come before the National Congress. Every State west of the Mississippi River, with the exception of three, were represented.

J. R. MOOREHEAD,
Secretary National Federation of Retail Merchants.

The resolutions passed and enclosed were as follows:—

Whereas, The rates of transportation charged by the express companies are in many instances excessive when judged by the returns upon capital invested; and

Whereas, A reduction of these rates to a reasonable basis would, in a large measure, satisfy any demand for a parcels post without a most certain Federal postal deficit; and

Whereas, The Interstate Commerce Commission has instituted an exhaustive investigation of these express rates; therefore be it

Resolved, That the Trans-Mississippi Commercial Congress commend the action of the Interstate Commerce Commission for having instituted such an investigation to the end that equitable carrying charges may prevail and the transportation of small packages and parcels may be carried at a charge in proportion to the weight, distance and service rendered, and it is further the sense of the Congress that the unit of western development must always be the small town and hamlet, which would be menaced by the passage of any parcels post law.

Three Hard Nuts to Crack.

Troy, N. Y., Nov. 21, 1911.
To the Editor.

Dear Sir:—Kindly answer to the best of your ability the following three questions:—

A. Will the owner of a retail grocery ever get to Heaven?

B. Will a clerk in said grocery get to Heaven?

C. And will a driver for said grocery get to Heaven?

Understand that the grocery in question is a successful one, there would be no doubt about the average unsuccessful one getting there.

Respectfully,

FRED. M. COHEN.

The grocer, the clerk and the driver probably don't care whether they get to Heaven or not—they have their Heaven here.

Sielcken Says There is No Coffee Trust.

Herman Sielcken, senior member of the firm of Crossman & Sielcken, New York coffee operators, who are mainly interested in the present coffee movement, issued a statement during the week, in which he defended the ruling high prices of coffee and the forces which had brought them about. Sielcken was the chief factor in the financing of Brazil's "valorization loan" of

1908, through which that country was able to hold 8,000,000 bags of coffee off the market. Approximately 5,000,000 bags of valorized coffee are still withheld from sale to the markets of the world. In his statement Mr. Sielcken said:

The valorization coffee plan has been a great success for Brazil and for everybody. It is helpful for the whole world to-day to have this stock of 5,000,000 bags in government hands. More than \$10,000,000 has been made in the American coffee trade by the recent advance. Of course, most of it has been made by those who are in the trade and have been carrying stocks of coffee for several years. The Arbuckles and my firm have done very well. I believe Arbuckle has the only substantial stock of coffee now in existence outside of the Government of Brazil, and I do not think his stock is as high as 500,000 bags.

There might be basis for talk about a trust or about a combination, if there had been any unanimity of action among the coffee dealers, but there has been absolutely no understanding, agreement or combination, and, in fact, no unanimity of action.

The cause for both coffee and sugar advances may be looked for exactly where you look for the cause of the high prices of food in Europe this year—in the partial failure of the crop.

THE NEW YORK LETTER

(Continued from page 9.)

of the wheat market in the way of more stable conditions. There are many rumors of sales at concessions. Under the circumstances the quotations are nominal.

Fancy grades of fresh creamery butter have been further advanced. The specials are bringing 36 cents wholesale and sometimes a fraction of a cent more. Some of the best trade has been taking extras which are now firm at 35 cents. Firsts are steady at 31 to 33 cents. There has been a fair business in storage creamery, fancy grades of which have been sold for as much as 33½ cents. Process is in moderate demand at 25 to 26 cents.

High grades of fresh eggs continue scarce and have been further advanced. The lower grades, with shrunken and stale country offerings, are freely offered at bottom prices and meet with only a small demand. The fresh gathered Western extras are now quoted at 40 to 42 cents; extra firsts, 36 to 38; firsts, 33 to 35; seconds, 28 to 32; thirds, 23 to 27. Fancy refrigerator eggs bring as much as 23 cents. Low grades may be had down to 14 to 16 cents. Nearby white henery eggs get from 50 to 55 cents.

FRED. A. MCGILL.



This will increase your sale of PENN MAR SYRUP

Q We are now packing **Hamilton Coupons** with **Penn Mar Syrup**. Your customers will collect these coupons because they can exchange them for thousands of beautiful premiums and this, in addition to the quality, flavor and absolute purity of **Penn Mar Syrup** means you will sell more of it than ever.

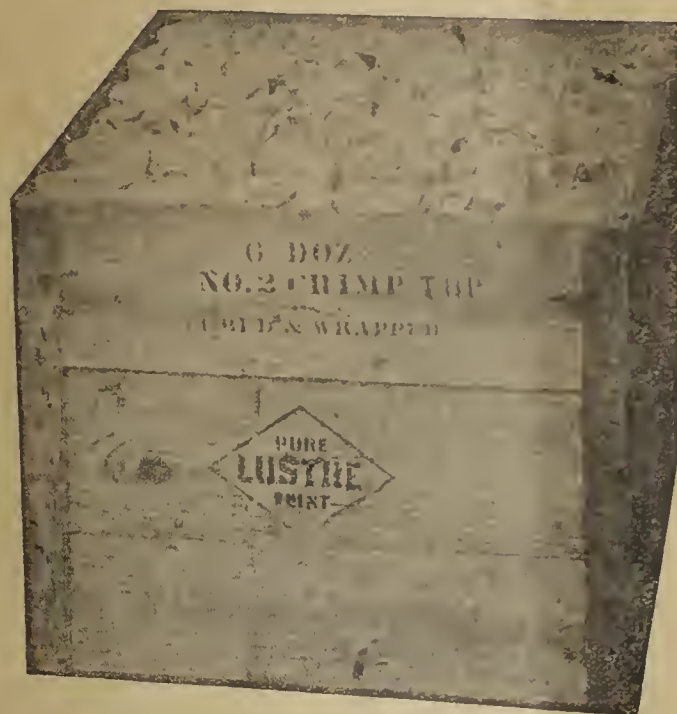


We're also packing Hamilton Retailer's Bonds for you

and you can exchange them for clothes, jewelry, furniture, store fixtures, harness or almost anything you need for home or store. They're as good as so much cash in exchange for thousands of useful premiums.

J. STROMEYER & CO.
PHILADELPHIA

LAMP CHIMNEYS



MR. GROCER:

It is now time to lay in your fall and winter stock of lamp chimneys and before placing your order elsewhere we would be pleased to quote you on our "LUSTRE" brand which will satisfy the most particular buyer. We carry a large stock of every shape and size and all are packed in cushion tubes wrapped in paper. The cut shown illustrates a package of our No. 2 Crimp top packed in this manner which almost entirely eliminates breakage, and does away with the dirty hay and straw. You cannot appreciate this until you have tried a few cases.

SEND FOR OUR ILLUSTRATED CATALOGUES

R. E. TONGUE & BROS. CO., Inc.

Allegheny Ave. & Amber St., PHILA., PA.

Bell Phone, Kensington 2698

Keystone Phone, East 172

Lamps, Lamp Chimneys, Lamp Goods, Oil Cans, Lanterns,
Gas Mantles and Gas Lights of All Descriptions.

ELECTRIC PORTABLES—SEND FOR CATALOGUE.

Glassware, Crockery, Fruit Jars, Jar Rings, Tumblers,
Jardinieres and Earthenware.

How Does the High Price of Coffee Affect You?

Now is the time Grocers using a **ROYAL** Roaster reap the advantage. They can continue to sell coffee at the same old price and still make as large a profit as before. With the other fellow who buys his coffee roasted it is different. He has been compelled to boost his prices—losing customers—and even then is making very little, if any profit.

ROYAL users buy their coffee green and thus save all middlemen's profits and roast it fresh as wanted. You know it's better fresh roasted, consequently larger sales—bigger profits.

Individualize your Coffee Department with **YOUR OWN** brands. Build up



OUR No. 5 ROYAL ROASTER
SYSTEM will increase your business and profits quicker than anything else you could install.

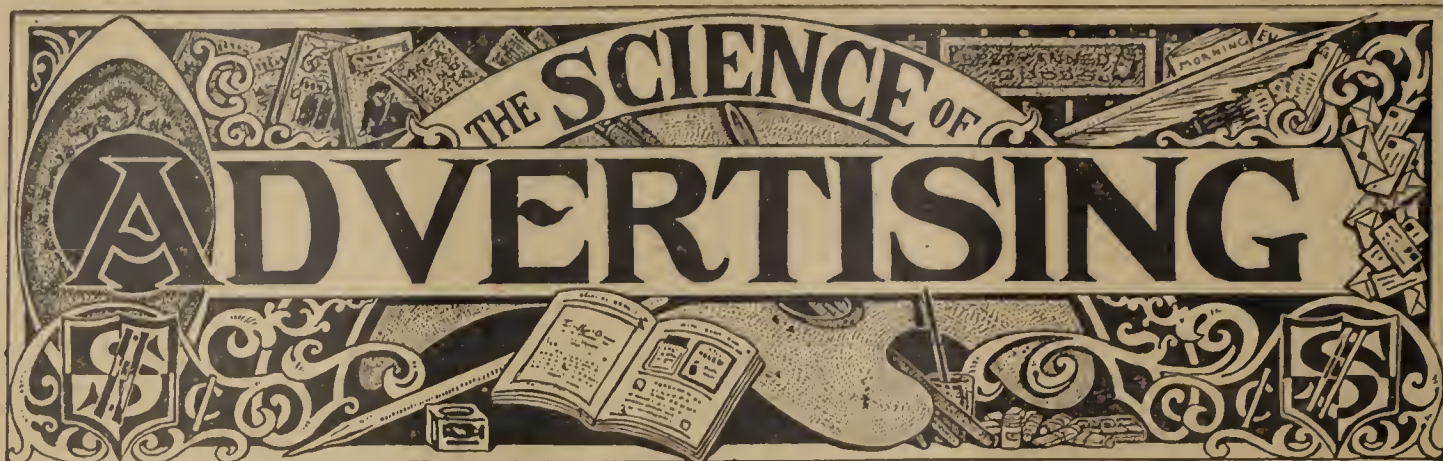
Get our complete catalog today. It tells all about the **ROYAL SYSTEM**, also the "free" aid of our Service Department—our easy payment plan, etc. Drop us a card. We'll gladly send it.



The Only Mill That CUTS the Coffee

THE A. J. DEER CO.

358 WEST STREET
HORNELL, N. Y., U. S. A.



Taylorville, Ill., Nov. 11, 1911.
Editor "Science of Advertising."

Dear Sir:—I was much pleased last week when I noticed in your criticism of my full page ad. that you took an awful shot at the printer. I took it right over to him. I have been quarreling with him for a year or more about this matter and I believe your criticism, together with my continual hammering, may eventually bring results. When I commenced to advertise with this paper ten years ago the typographical appearance of all ads. set up was fine, never an error in composition and the ads. were set up with care and with some style. In those days I was the only advertiser in town. All the merchants, or most of them, carried space just to help the paper out and rarely ever changed their ad., paying no attention to it whatever. I started the fire, which has developed into a big blaze, and now fully two-thirds of the merchants in our town carry an ad. with this paper, change their ads. at least twice a week and give some thought and attention to the preparation of the copy. I used to get practically individual attention, now the printer has so many ads. to change they are swamped, and most of the ads. look as though the ads. had been thrown in from a basket of type. They have too much business for their force and facilities and do not seem to realize that their patrons are some day going to be discouraged and quit.

I thank you for your criticism and believe it will help some.

I am inclosing my ad. from today's paper. I would appreciate it if you would criticize their ad., particularly in regard to general display, etc. I contend with this printer if he had used better heads and smaller type in body the ad. would have looked much better and would have taken one-fourth less space.

Very truly,
R. K. CALLOWAY.

This correspondent sends me a clipping of his newspaper advertisement, which filled two full columns. It is too long to reproduce in full, but I have the upper half photographed in order to show the method of display. The reproduction, somewhat reduced, appears in the next column.

The lower half of this advertisement, not reproduced, is much like the upper half in style. The goods advertised in it are flour, syrup, crackers, honey, potatoes and rolled oats. I consider it a

very badly displayed advertisement, for exactly the reason given by Mr. Calloway, viz., that the descriptive matter of the paragraphs should have been set in lighter face type, instead of in boldface. If the printer had gone

deliberately to work to do it, he couldn't have more effectively destroyed the very contrast which he used the large boldface heads in order to produce. If this advertisement could be reset with the headlines as large as now, or

SAVINGS ON PROVISIONS!

FOR

Thursday, Friday and Saturday.

10 Lbs. Granulated Sugar 65c.

With each dollar's worth of goods purchased of anything, except sugar.

25c Cartoons, Matches for 19c.

Six boxes in cartoon, full count, good strong sticks, silent lighters or the popping kind. Oh, yes, 3 boxes for 10c, if you want them.

15c lb. Value Picnic Hams, per pound 11½c.

Nice, mild sugar cured, weigh about 8 lbs. each, bright, new, fresh cured, no wrapping or paper around them.

15c lb. Value Pure Lard, 5 lbs. for 58c.

Don't know whether we sell more lard than any one in town or not, but we sell an awful lot of lard. The same faces keep coming back for it. It's pure and good and the price makes it slip fast, five pounds for 58c.

New Pack Elephant Sugar Corn.
3 cans for 25c. Per dozen 95c.

Elephant brand sugar corn is perhaps the best known standard Illinois sugar corn, packed at Elmhurst, Ill. Cans are full of fine, good eating sugar corn.

New Sauer Kraut, per gal. 25c.

This is the prettiest sauer kraut you ever gazed on, white as snow and absolutely dry packed, crisp and fine. You can perhaps buy kraut cheaper than our price, but it will be loose packed and full of brine.

Dill Pickles, per doz. 15c.

Genuine German wine cured Dill Pickles, per dozen 15c.

Cooking Figs Per Pound 11c

Nice big bright fresh fellows. If the people realized the food and medicine value of figs none of them would be served on our tables. Think of the price at 11c per lb.

\$1.50 Value Golden Rod Flour Per Bag \$1.39.

An extra Week End Special. A high patent Kansas Flour every sack Guaranteed to please or you get your money back:

a trifle larger, and the text in light face type such as is used in the body of a newspaper, though a little larger in size, this advertisement would be transformed. It is simply a black handbill now.

If this printer is really sincere in his efforts to give his advertisers the best effects he can, but is handicapped by poor facilities which he can't improve, you can't do much with him. But if he is careless and shiftless, I should go after him with a long stick. If he won't do better, why not have his advertisers sign a statement threatening to stop advertising in his paper if he doesn't bring it up typographically.

So far I have said nothing about any feature of this advertising except the typographical. It is good advertising, though not especially notable in any way.

Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Accuse Armour of Hundreds of Food Law Violations.

After ten days' investigation by an agent of the Indiana Pure Food Department, it is announced that something like 400 violations of the pure food law have been committed by the Armour Packing Co., of Chicago, and indictments have been procured against them. The information on which the indictments are based was gained from local dealers when confronted with the sale of impure foods, or foods not labeled according to law. It is said that during the last few weeks more than 10,000 dozen of storage eggs have been shipped into the local market by outside firms and corporations and have been sold as the fresh article.

Cranberries continue high and the best Cape Cods bring \$9 per barrel. The cool weather is improving the demand.

Martindale Says Chinese Revolution Will Make Tea Scarce and High

Whole Empire Disorganized and Native Business, Including Tea, Will be Years Recovering. World's Demand Will Go to Other Countries. Is Rapidly Increasing Because of Coffee Situation.

Thomas Martindale, the well-known Philadelphia retail grocer and operator in tea, believes that the revolution in China will greatly curtail the supply of tea which we are likely to receive from there for the next few years. In a public statement issued during the week on the subject, Mr. Martindale spoke as follows:—

The query as to what effect the present situation will have upon the tea trade of the world is one which should give all interested dealers, the importers, jobbers and retailers much concern.

As a rule, any unusual and long lasting excitement in any country whatsoever is harmful to business in general, while an uprising like the present Chinese insurrection—which is something that no pen can adequately describe—is bound to paralyze trade and commerce, both domestic and foreign, for a long time to come. * * * It may be easily conjectured that comparatively very little tea can be successfully planted, grown and prepared for market in China during the next season. With financial credits out of joint and the laborers scattered in all directions, necessarily much time will have to elapse before the conditions for planting and growing teas of any kind will reach a normal standard.

China for several years past has been importing about 15,000,000 pounds of the dust and fannings of India teas to be used in connection with Chinese teas in the manufacture by Russian firms of "brick" teas for consumption in Asiatic Russia, the whole trade in "brick" teas being estimated at something like 40,000,000 pounds. Any serious impairment of the quantity and varieties of Chinese teas used by the Russian trade alone—without counting the many millions of pounds exported to England, Australia, Canada, Germany, Holland, Sweden, Norway, Denmark, France and the United States—will necessarily compel the trade to resort to India, Ceylon and Japanese teas, not forgetting that there is a small production of about 2,000,000 pounds of tea in Natal, South Africa, and a rapidly increasing growth of tea in the Island of Java. All of these districts put together, however, will hardly be able to meet the demand that will naturally be made upon them to offset the prospective shrinkage in the supplies from China.

As the use of tea per capita in Great Britain has been increasing very rapidly during the past few years, and as the consumption of tea by reason of the high price of coffee is now visibly increasing in Canada, the United States and Australia, while the stocks in warehouses throughout the world are confessedly lower than they have been for several years—no other conclusion can reasonably be reached but this—that we are on the edge of an advancing and active market

with present values totally out of harmony with the prospective prices of the near future. Depend upon it that teas of all kinds and conditions must very soon exercise the premier position in point of public interest to that of coffee, because coffee has gone too far—its bolt has been shot. The coffee market is now heavy and weary holders of the fragrant bean are nervous and fear a collapse of the excessive, unnatural and unwarranted advance.

On the other hand, even if tea should appreciate in value over 100 per cent. above the present values, it would still be a much cheaper and even a more wholesome beverage for the consumer than coffee is now, at half its present price, considering the number of cups that one pound, respectively, of each will make. It must not be forgotten that through the operations of the valorization plan, millions of bags of coffee for years have been, and are now, arbitrarily kept off the market to enhance prices unnaturally, while the primary markets for teas are each and every one practically denuded of any reserve supplies.

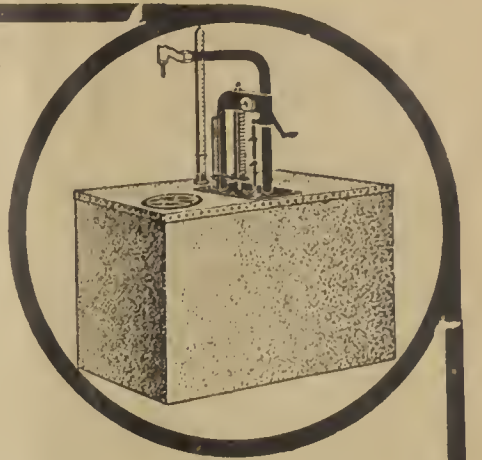
THOMAS MARTINDALE.

Express Rates Denounced at New York Hearing.

The Interstate Commerce Commission held a hearing in New York on Wednesday for the purpose of investigating express rates. Congressman David J. Lewis, of Cumberland, Md., was one of the witnesses. He declared that Government ownership would ultimately prove to be the only logical solution of the express business. He had abandoned the idea, he said, that a parcels post would give the required relief. "Express rates are prohibitively high," he continued, "being 16 times the freight rate, \$31.20 per ton for express and \$1.90 for freight. Parcels post schemes, per se, impose a rate of 8 to 12 cents a pound. At 8 cents the cost would be \$160 a ton, or five times the average express charge, and 11 times the European parcels post. Above three pounds the express companies now give much lower rates than proposed by the parcels post, and below three pounds they give rates as good."

Florida salad is coming forward, but the quality is not especially good. The range is \$1.50 to \$2 per hamper.

An Iron Clerk



Who never tires nor makes an error

Who keeps your store neat and clean

Who prevents fire and lost profit

Whose services cost less than a cent a day

That is the

Bowser Self-measuring System

You should know more about this system. Thousands and thousands of your fellow merchants are using them and increasing their profits. Follow "suit."

There are 750,000 Bowser Tanks in use to-day

The Bowser has been on the market for twenty-seven years. It was the first and is the best. It will cost you only one cent to find out what this system will do for you and see the outfits illustrated.

Stop NOW and send the card. The minute you buy a Bowser you increase your profits. Send the Card for book No. 95.

S. F. BOWSER & CO., Inc., Ft. Wayne, Ind.

Chicago New York Boston Minneapolis Dallas Atlanta
Philadelphia St. Louis Toronto San Francisco

"Ask the Man Who Uses Walker Bins"

Stop This Loss !!

Did you ever figure how much money you lose through TASTERS?

Did you ever figure how many sales were lost on goods not in sight?

Did you ever figure how much you lose on goods made unsalable by dirt or vermin?

Did you ever figure how much trade you lose to the fellow whose store looks better than yours?

Just do it for say three months, and you'll find the sum represented will pay for at least two WALKER BINS like this.



Want Our
Catalogue?

It's Free

Then remember this: As soon as the WALKER BINS are installed you'll have no more of these losses, and the saving goes into your bank.

WALKER BIN COMPANY

121 Lake Street, Penn Yan, N. Y.

24 SOUTH 7th STREET, PHILADELPHIA

We will send you our catalogue telling the whole story if you'll write for it.



CXXX.—What the Law Does to Contracts Made on Sunday.

A very useful legal principle to know about is the law regarding contracts and obligations made on Sunday. The law is exceedingly tender of the sacredness of the Sabbath, and often leaves a man who does business on that day in an exceedingly forlorn condition.

Practically all States have statutes setting Sunday aside as a day on which business cannot be done. This includes the making of obligations which if made on week days would be perfectly binding. Some of these statutes go further than others, but the spirit of them all is the same—that contracts completely made on Sunday are void and cannot be enforced.

How far this principle carries can be seen from the following decisions, which are actually on record, and would probably be followed in almost any State:—

A promissory note made on Sunday is void, and the maker is not bound. This is only, however, so long as the note remains in the hands of the original payee. If the person to whom the note was first delivered by the maker, the payee, endorses it and passes it along before maturity in the ordinary course of business to a third party who gives value for it and is ignorant of the fact that it was made on Sunday, it can be collected.

This principle also includes the endorsing of a note on Sunday. If a man endorses a note on that day he is not legally bound, and can successfully defend any effort by the payee to hold him responsible. The only defense he needs is the fact that his contract of endorsement was made on Sunday.

A lease made on Sunday is also void and neither party is bound.

So is an agreement to form a partnership, if the partnership is to begin at once. If the agree-

ment is only a preliminary one, however, and it is to be completed on a week day, it will often be held good.

If a man agrees on Sunday to become surety, or warrantor or guarantor for another, his contract is also void.

An insurance policy made on Sunday, the insurance to begin that day, is also void, and the insurance company is not responsible.

To be void, however, all these contracts, and any others affected by the Sunday law, must be fully consummated on Sunday. There must be nothing left to be done before they become contracts. For instance, a deed or a note, though fully executed, is not a legal contract until it is delivered to the party to whom it is to be given. Therefore a deed, or a note can be fully executed and even dated on Sunday, and still be valid if not delivered until a week day.

So is an offer good when made on Sunday and accepted on Monday.

Likewise with a sale of merchandise. I recall a recent case in which a Western retailer who was in New York only over Sunday looked up a jobber on that day and gave him a considerable order. The goods were sold subject to the buyer's approval upon delivery. Between the day of sale and the day of delivery the market broke, and the buyer attempted to escape on the ground that the contract was made on Sunday. The court held, however, that though the terms were fixed on Sunday, there was really no contract then, because there was no sale until the buyer approved the goods. The fact that the approval, which meant the consummation of the sale, was to be done on a week day, cured the

transaction of what would otherwise have been a fatal defect.

There are several cases on record to the effect that when property is bought and paid for on Sunday, but the property is not to be delivered until later, the contract is void.

As a rule, a contract which is bad when made can be cured if the parties ratify it under conditions which make it good. For instance, an agent may make a totally unauthorized contract for his principal, which as to the principal is absolutely bad. The principal can make it good merely by ratifying it. A Sunday contract, however, cannot be cured by ratification. It is hopelessly bad forever under the great weight of authority, though there are a few cases that hold the contrary. It is held everywhere, however, that although the original contract was bad because made on Sunday, the parties by working along under that contract can create a new verbal agreement which will be enforceable.

Where one party to a Sunday contract has gotten some benefit out of it, the law will sometimes compel him to either perform it or return the benefit. There are some exceptions to this, however, which will appear to the layman like decided injustices. They only show, however, that the law is determined to keep Sunday free from business transactions if it can.

For instance, there are cases which hold that where property is sold and delivered on Sunday, no matter what kind of property it is, the price, if not paid at the time, cannot be recovered at all. If payment is made at the time, the law will not interfere on either party's behalf. Though the contract was illegal, the law holds

that since it is fully executed, nothing will be done. In some cases a seller has sold his property on Sunday and taken the money for it. Later his creditors, being unable to reach the money, have attempted to get the property back, but they have usually failed, on the ground mentioned. There are a very few cases in Michigan, Alabama and Vermont that hold that as the sale was illegal it passed no title, and the property can therefore be gotten back, but these cases are not generally followed.

Where, as stated, payment is not made at the time, it need never be made, and in many cases the law will uphold the buyer in keeping the property without paying for it. This is unless the buyer has subsequently made, on a week day, an express promise to pay. Nor can the seller or his creditors get his property back.

This seems like favoring one wrongdoer at the expense of the other, but it merely comes to this—that the law will not interfere at all, leaving the parties where they have placed themselves.

For instance, in a New Hampshire case the owner of property entered into a contract on Sunday to sell it. The price was not paid at that time. Later when the seller attempted to collect it, the buyer refused on the ground that the contract was void because made on Sunday. The seller then forcibly took his property back, but the buyer went to law about it and compelled him to restore it. The seller, thus baffled, sued for the purchase price, but the buyer made the same defense—that the contract was made on Sunday—and won. The seller was out both his property and its value, and one can imagine the maddening sense of the injustice of the law which filled his mind.

The law is the same with money loaned on Sunday. It cannot be recovered, unless the borrower has agreed, on a week day, to repay it. If he has done that he has made a new contract, which can be enforced.

Contracts made on legal holidays are not, as a rule, void in the way that the law makes them void if made on Sunday.

(Copyright, November, 1911, by Elton J. Buckley.)

Question: * * *, Pa.—A certain cereal manufacturer is selling

the retail grocery trade here small cartons of breakfast food containing a glass saucer. A saucer is packed in each carton and occasionally two cartons in the case will joggle together, thus breaking the saucer or chipping pieces of glass from it. Recently a customer of the writer brought back a package in which the saucer had been practically crushed. I write to ask whether the grocer who sold this cereal containing the broken glass would be liable if it was accidentally eaten and injured some one? Would he be responsible to the person injured, or would the latter have to go against the manufacturer? I ask because of the publication in your paper recently of a case against a retail grocer of Philadelphia in which, if I remember correctly, he was made to pay damages for the explosion of canned molasses.

Answer.—There is no question that in the case you suggest the retailer could be held responsible. He certainly sells the goods with an implied warranty that they contain no powdered glass or anything else poisonous, and if they do contain it, his warranty is violated, and he is responsible for whatever damages ensue. This is of course provided that the saucer doesn't break after it leaves his store.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

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92 Reade St. NEW YORK

THE STROLLER'S COLUMN



Thank Your Stars You Don't Do Business in New York.

Well, you fellows have gone and done it now, sure's you're born.

See what the "Grocery World and General Merchant" said last week—that a lot of New York women had fixed up a scheme to keep an eye on the grocery stores over there and keep 'em up to the scratch?

Oh joy, oh joy! That's enough to make a lot of new fellows go into the grocery business.

If I was running a retail store, I don't know anything I'd rather have than the advice of the women how I should run my place. I'd want 'em to do exactly what they're going to over in New York—run in whenever they had a minute and see that things were going right. That's the only way to run a business a n y w a y—on other people's say-so, especially women's.

I told my wife about it. "Now it'll be great," I said, "for you to take up the same thing here. I don't doubt you could get fifty women to join a club with you to look after the grocery stores. You've often talked to me about the dirty apron old man Jones (our grocer) wears; here's your chance to cure him."

"You're home so little of the time," she said, "I should think you'd try to act sensible that little while."

"Ain't you interested in clean grocery stores?" I demanded.

There was no answer to that that I heard. My wife can talk less when she wants to than any other woman on earth. And then again—

"Now I want you to take some interest in this," I went on, "other women do that ain't half the born butter-in you are. I want you to go over to Jones' store to-morrow and look around. If he has a dirty apron on, tell him about it. If he won't take it off, hit him in the head with an apple. You've got the law on your side. I'd go behind the counter and open his refrigerator. If it don't smell clean, make him take everything out and burn it—you can't be too careful. That's the way—make up your mind to do something for other people."

Silence.

"I'll give you another tip," I said. "When they load you into the patrol wagon, be sure and get in the back, where there's less wind. You know you're subject to colds in the head. When you get to the station house, ask 'em

for a cell with a bath; I don't care a weevil for the expense when you're working for the public good. I'll drop down and see you once in a while, if I think of it."

"If you can't be still and let me read, I'll simply have to leave the room, that's all," said the little public servant, and I, seeing the case was hopeless, gently closed my face.

If all the women were like my wife, you fellows could do about what you wanted to. You can't fool her, you know, and she'll tell you what she thinks of you, but it won't be where you can hear it—she'll do it in the bosom of her own family.

But these club women—I know 'em; they're born busy-bodies. They tend to everybody's business but their own. They're a different proposition. When a club of them starts out to find fault with you, the water's been put on to boil and it's going to be kept good and hot until they die or somebody smacks 'em in the skull.

I can just see that bunch of loud-mouthed females now, butting into the grocery stores over there, all talking loud and inter-

fering with what's none of their business—gee!

I'd accidentally squirt molasses in their hair, if it was me.

They've got laws over there, ain't they? All right, then let 'em be enforced by men, not by these women. You can bribe men.

There's too many women in the world anyway. I know several I could get along fine without. Some of 'em think a grocery store can be run like a hospital—everything disinfected the minute there's any muss. Pooh for 'em!

I'll tell the New York fellows how they can fix the feet of these women. They have no right in the store unless they're there as customers. Mind that. I believe any lawyer'll say that they can't push in a store except they're on business. Their own business, mind, not yours. If that's so, then they're trespassers, and you can fire 'em out. I wouldn't be rough with 'em, understand. I wouldn't quite kill 'em. I'd simply take 'em by the seat of their shirt waists and make 'em dance out Spanish. If the store boy accidentally happened to let a lemon fly out of his hand and hit one of 'em in the ear, I'd first call him down something fierce and then raise his wages.

You can bet your neck I'd have no female butt-ins snooping around my place.

THE STROLLER.

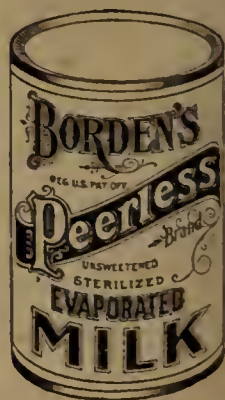
Florida cucumbers show a considerable decline from the price a short time ago. The present average is \$2.50, as against \$3.50 a short time ago. This is for one-third barrel baskets. The demand is fair.

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Est. 1857.

New York

THE GROCERY MARKETS

Tea.

The tea market is practically unchanged for the week. Nine nops of Moyune (China) teas were rejected in New York because they showed chemical facking. This has not actually affected the market as yet, but it helps to create a stronger feeling. There has been no change in price during the week, and the entire market is steady to strong. The demand is fair.

Coffee.

The coffee market is about unchanged, though the feeling is perhaps slightly easier. The undertone, nevertheless, seems about as strong. All grades of Rio and Santos rule nominally the same as last week, although a good round order might secure a slight concession. Mild coffees show no change for the week and slight demand. In fact the general demand for coffee is quite slight. People are unquestionably using substitutes, and the aggregate reduction caused by this in the regular consumption of coffee is probably very large. Mocha and Java are unchanged and quiet, Mocha being scarce and firm.

Sugar.

The sugar market is weaker. Raw sugar has sold at another small decline during the week, and all refiners have dropped refined 10 points, making granulated list now 6.10 cents. The demand for sugar is fair, though all large buyers are holding off, expecting further decline to at least 6 cents.

Syrup and Molasses.

Glucose is unchanged for the week, and so is compound syrup. Sugar syrup is dull and rules at unchanged prices. Good new molasses is scarce and rules at several cents per gallon above last year's price.

Fish.

Mackerel is dull but still high and firm. From now on for several weeks the demand will turn to other things, although prices will probably not recede much, as stocks of mackerel are concentrated in strong hands. Cod, hake and haddock are unchanged and

in fair demand. Domestic sardines are substantially unchanged and in light request; imported sardines scarce but quiet. Salmon shows no change for the week and moderate demand.

Canned Goods.

Tomatoes show no change whatever for the week, and the demand is very dull. The forthcoming figures of the National Canners' Association covering the 1911 pack may cause the market to advance or they may cause it to decline. Corn is inclined to be a little easy; demand fair. Peas unchanged, scarce and high. New York State apples show no change for the week; the demand is light. California canned goods are unchanged and quiet. Small staple canned goods are in moderate demand at unchanged prices.

Dried Fruits.

Prunes are slightly easier in secondary markets by reason of jobbers who bought early taking profits, but on the coast the market is unchanged. Peaches are dull and show no change for the week. Apricots are dull at ruling prices. Raisins dull at unchanged prices. Currants are slightly stronger; demand fair. Other dried fruits dull and unchanged.

Beans and Peas.

Domestic pea beans rule unchanged for the week; demand fair. Domestic marrows are about 10 cents per bushel easier, and now rule at \$2.75 per bushel in a large way. California limas have made another advance, and now rule at 6.60 cents in a large way coast, though in secondary markets some holders are shading that price. Green and Scotch peas are unchanged, high and dull.

Eggs.

The receipts of new laid eggs continue very light and everything received meets with ready sale at outside prices. The market is about unchanged, but fancy stock is bringing a premium over quoted prices every day. Stocks of eggs in storage are ample, and storage eggs have not advanced in sympathy with fresh. The demand is increasing for this grade

of eggs, however, and if there is any change it will probably be a slight advance.

Butter.

There has been very active trading in butter during the past week. The receipts are cleaning up daily, and the market is firm at 1 cent advance in all grades both of solid packed and prints. The receipts are not as large as usual for the season and stocks in storage are also lighter than usual. The market will likely continue firm, probably with unchanged prices for some little time.

Cheese.

The cheese market is firm at quoted prices, and high grade cheese is bringing a premium over the market. The consumptive demand is good and if any change occurs it will probably be an advance.

Provisions.

All cuts of smoked meats are steady at unchanged prices, but with only a moderate demand. Pure and compound lard are steady at a seasonable demand. No important change is looked for during the next few weeks. Barrel pork is firm at an advance of 50 cents per barrel. The demand is good. Dried beef and canned meats are unchanged and steady.

Poultry.

Indications at this writing are that stocks of turkeys will be larger and prices not so high as a year ago. Reports from different sections are that stocks are in good order and far in excess of last year. If the weather is favorable turkeys should rule somewhat less than last year. The present market is 20 to 22 cents, but when the stock begins to come forward the price may decline somewhat, if everything is favorable. Both fowls and chickens are ruling at about a normal price and the outlook is for an ample supply at about ruling prices. There are still some chickens in storage which will move out at lower prices. Ducks are scarce at 18 to 20 cents, a high price. No large increase in the supply is expected.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The market has ruled quiet on tomatoes, except for well-known and established brands of good quality, which have met with ready sale, showing that goods of this character are in good demand at good prices. The surplus in packers' hands is undoubtedly small—the carry-over from last season practically nil—and the 1911 pack admitted to be not more than two-thirds of normal—therefore the weather vane can point in but one direction—and that higher prices. The present quiet attitude on the part of buyers is easily accounted for—their attention is directed at this time to holiday trade, and staples are naturally neglected. Meanwhile they are drawing upon their early purchases, which by now should have been well, if not fully delivered. As these become exhausted and have to be replenished it is a question from what source will stocks be drawn, as the surplus in packers' hands was never scarcely so small.

Prices remain unchanged.

Already a certain independence is being manifested on the part of holders of corn of fancy quality and in consequence they have determined to withdraw for the present rather than force corn on an unwilling market, believing that higher prices will be realized after the turn of the year when a lot of the cheap corn will have gone into consumption and gotten out of the way. This cheap corn in the last few weeks has held down the market and has been picked up in order to fill a certain demand for cheap staples, and as there is no hope for cheap prices on either peas or tomatoes, all attention along this line has been naturally turned to corn, which will undoubtedly lead to a large consumption and a cleaning up of the cheaper grades which will be most desirable.

Prices remain unchanged.

WILLIAM SILVER & CO., INC.
Aberdeen, Md.

Spices.

The market was more active during the week. Changes are rather unimportant.

Pepper.—Demand fairly good. Prices are generally unchanged. Foreign markets are reported firm.

Red peppers firm in price. Demand very good. Supplies are small.

Cloves.—Demand exceptionally good. Futures are reported

higher. We believe this article is pretty safe at present quotations.

Pimento (Allspice) firm and in active demand. Prices have advanced recently and indications are that higher values will be realized.

Nutmegs.—Demand is very good. Futures are higher than spot prices.

Mace very scarce and prices are tending upward. Stocks here are unusually small and higher prices are anticipated.

Cassias very active, especially in China grades. Batavia grades are firmer, but practically unchanged.

Gingers.—Spot demand very good. Offers are now made on spring crop African. Present prices likely to remain steady and possibly advance.

Tapiocas active and in fair demand at generally unchanged prices.

Seeds, Herbs, Etc.—Demand very good. Caraway slightly easier, owing to heavy arrivals. Celery, Coriander, Mustard unchanged. Sage and Sweet Herbs in big demand.

McCORMICK & CO., INC.
Baltimore, Md.

Imported Fish Specialties.

Holland Herring.—Owing to stormy weather and poor catch, prices have suddenly advanced in Holland, while prices here are still unchanged. In Norway the Sloe herring fishery has not started yet, the supply of Iceland herring is short and prices in consequence have advanced about 10 per cent. or more during the last week. Large sizes are practically unobtainable; all sold out for the season.

Scotch Herring.—Our shippers report that large Eastcoast fulls are practically exhausted for this season. Prices for Scotch herring are very firm and there is no likelihood of lower prices for this season.

Norway mackerel are selling only in a hand-to-mouth way. Buyers are reluctant to pay the advanced prices and have no confidence in the present situation.

Irish Mackerel.—Total shipments of autumn mackerel to date amounted to 14,936 barrels. Last week's shipments amounted to 1,963 barrels. Market for mackerel is just about firm, with a fair demand.

Norway Stockfish.—We have had cables during the last few days reporting an advancing market. Demand is very good and it is very likely that prices will advance still further.

Norway Sardines. The catch has been very poor for some time and only just now we have cables that the catch has again commenced to yield. Prices in Norway in consequence are very firm and it is very doubtful if

packers will be able to execute all the orders that they have booked for summer packed fish.

STROHMEYER & ARPE Co.
New York, N. Y.

MARKET NOTES.

Florida oranges are about holding their own, and the range in price is \$2.50 to \$3.50. The de-

mand is excellent, largely because good California oranges, which are the only competitors now, range from \$6 to \$6.50 per box.

Florida grapefruit are a shade cheaper and range from \$4 to \$5.50. The demand is good.

Florida tomatoes have begun to come forward, and average \$3 per

crate. The quality is only fair. California tomatoes are still coming forward at about unchanged prices.

California strawberries are coming forward yet and show good quality. The price still ranges from 40 to 50 cents per pint. Florida berries are about to begin.

Florida beans are very scarce and range from \$4 to \$4.50 per basket. The demand is excellent.

President Lux Ridicules Varying Weights in Food Products in Different Sections

Tells of the Peddler of One State Who Bought Three Pecks of Apples and Subsequently Sold Five Pecks Out of Them in Another State and Had Some Left. Wants Federal Law Making Packages Uniform.

I believe a Federal law compelling the use of standard packages for all goods sold in cartons or packages would greatly relieve the honest manufacturer and protect the consumer as well. The present scheme of allowing a manufacturer to start in a 16-ounce package, then to reduce it to 14 ounces and finally to 12 ounces or less is preposterous. The idea of allowing the manufacturer to boost the sale of the short weight package by giving a premium is daylight robbery and should not be permitted. Some of our most vicious trusts have killed honest competition by the use of these tactics.

We are all guessing so far as weights and measures are concerned. If I get beat I am supposed to beat the other fellow and he is supposed to pass it along, just as we did when we were boys playing tag.

For instance, the standard weight of a bushel of sweet potatoes in Mississippi is 60 pounds, while in Iowa it is 46 pounds.

The standard weight of a bushel of buckwheat is 56 pounds in Kentucky and 42 pounds in Texas.

The standard weight of a bushel of tomatoes in Tennessee is 56 pounds and when taken over into Missouri is only 45 pounds.

The standard weight of a bushel of pears in Tennessee is 56 pounds, but when they reach Missouri only 48 pounds.

A bushel of apples in Arkansas is 50 pounds, but when taken

across the line into Texas only 45 pounds.

Apples are shipped in barrels and boxes varying in size from a bushel to three bushels. These commodities are continually crossing State lines for consumption in other States. I heard of a farmer who sold a peddler three pecks for a bushel and the peddler sold five pecks out of that quantity and had some left.

The weights and measures question in this country reminds me of the story in the Bible where the people undertook to build a tower to reach Heaven and they were suddenly stricken with a confusion of languages. All could speak but no one could understand what the other said and they had to quit the job. I believe it would pay the business men of this country to take a day off and help Congress establish a uniform standard of weights and measures for this country and a law compelling the use of that standard with penalties for violation as heavy as that for counterfeiting the coin of the realm.

Only a short time ago a judge asked me to stand up while he fined me \$100 because a manufacturer had forgotten to put another ounce in a package of goods I sold. The next day the newspapers featured me as a short-weight artist, and I lost about a dozen customers.

JOHN W. LUX,
President National Retail Grocers' Association.
St. Paul, Minn.,

November 21, 1911.

Spectacular Stunts in City Stores.

Little Things in Use by Large City Grocers to Attract Attention to Various Goods. Adaptations of the Principle that Goods Well Displayed Are Half Sold.

[Under the above head, whenever they can be gathered, will be presented descriptions of clever eye-catching devices which have been noted in the large central Philadelphia stores, like Acker's, Martindale's, Gimbel's, Mitchell, Fletcher & Co.'s, and so on. Practically everything noted will be of a character easily adaptable by any grocer.]

Acker's store, Twelfth and Chestnut streets, shows a cider display consisting of four 3-quart cider jugs placed at four corners of a small square top table. The jugs support a square of heavy glass, at the four corners of which were placed heavy glasses containing cider, and in the center was a large fancy glass jar filled with cider. Perfect cider apples were placed between the glasses on the glass shelf and between the jugs. A neat sign stating price per quart was stuck in beside jug.

A window at the same store was trimmed with cedar bark in this way: The bottom was covered with strips of the bark and at each side was a lattice (two long upright pieces with cross pieces) nine or ten inches apart. An archway was formed by a couple of long strips placed across the top of the window and reaching the lattice work on each side. Large bunches of grapes were fastened to the lattice work and green leaves were twined about it. Thanksgiving suggestions were artistically arranged in this window, such as apples, figs, grapes, dates, nuts, a jar of mincemeat, on top of which was a toy turkey, scrapple and sausage with sprigs of green potherbs etc.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

The Knack of Not Talking Back.—This isn't necessary that you allow any one to rub it in no matter who he may be. But it is necessary to take a deserved calling down like a man. If in checking your work the pound of coffee you put up weighed 17 ounces you will hear something. If you don't repeat the address given you for that order that wasn't delivered you're in for a sharp call. Some fellows talk back and make a double mess of it.

Never do that. It puts you in bad. Bring your fist down on the counter and say, "Yes, sir, that was my carelessness, but I'll make the price of ten such orders at it won't occur again."

Be glad you're with people who follow you up. Respect the manager that's on the job and keeps you there. He's a friend of yours. He may be sure he's ugly at times. But these "times" are fitting you for a better job. Continual back-talking will never make you "see yourself as others see you."

Do you know what a dub is? Don't be alarmed there aren't any around your store.

For Us.—Thanksgiving brings its own reward. We are the joy distributors. Make your store bountiful looking. Hide the soap and the meal and the beans till all's over. Put out the best in the house. Start with soup and don't stop till you get to after dinner hints.

Display, boys, display counts. Blessed is the man who knows how.

Of course she doesn't come in to buy, she has just come in to look around. Sometimes she believes this. But don't you believe

The thing to do is to make that look around cost her something. She has the price and the eaters must eat. Get the money.

You Are the Fish Man.—You have your own way about things in

your own department and if you don't make a good showing you might just as well make excuses to the wind as make excuses to the office.

There is one word that governs the attitude of all executives toward their employees, and that word is *results*.

This you can do—stand pat with the salesmen. I know a fish man that knows his business all the way through, but he's grouchy, crabbed and quarrelsome with the men. They never mention his department.

I know another who will jump in on quiet days and help the boys. He doesn't smoke, but he saves all the cigars he gets for the store fellows.

In less than nine months that man has doubled his weekly sales.

The first fellow could teach the second his business.

Yet he falls flat as a success.

I quote this as an actual experience.

Stand pat.

Tea Men Want More Rigid Analysis for Color.

A large number of the largest and most important tea importers of the United States signed and forwarded to Washington last week a petition contending that the Government's method of examining tea for artificial color had proven ineffective, and charging that colored tea had slipped in under it. The prayer of the petition was that some better method of analysis be devised. The text of the petition was as follows:—

The petition of the undersigned tea importers, doing business in the United States, respectfully sets forth and shows as follows:—

That heretofore, pursuant to the provisions of an act of Congress entitled "An act to prevent the importation of impure and unwholesome tea," approved March 2, 1897, and on or about the 10th day of March, 1911, there was promulgated by the United States Treasury Department a regulation designated as "T. D. 31,367," which provides, inter alia, as follows: "Teas shipped from abroad after May 1, 1911, will

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL

SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



"So We Improved the Package"

As we suggested last week, we couldn't improve Wheatena any, so we improved the plan of packing. The old plan was to pack thirty-six cartons in a case. Sometimes a package wouldn't carry well. The new plan is to pack twelve packages in a big carton and three big cartons in a case. Result—absolute safety to every package.

Wheatena is the breakfast food that is handed down by its users from one generation to another.

THE WHEATENA CO.
RAHWAY, N. J.

Norway Mackerel

FANCY, WHITE, FAT (1911) FALL CAUGHT

Quality never better. Prices moderate

Ample supplies of all sizes—ones, twos, threes, and the popular number fours.

Full weight and count guaranteed.

Accept no substitutes, insist on having Norways, the kind you have always handled.

Order from your jobber to-day.

C. F. Matlage & Sons

335-337 Greenwich St., New York, N. Y.

ALSO

H. A. N. Daily, The Bourse Philad'a, Pa.

not be allowed entry if they contain any artificial coloring matter at all."

That thereafter and on or about the 16th day of October, 1911, the Department in "T. D. 31,920," as amended on or about the 28th day of October, 1911, by "T. D. 31,961," prescribed a method to be used to ascertain artificial coloring or facing matter in tea.

That from the foregoing regulations of the Department, considering the same in the order of adoption, your petitioners believed it to be the clear and unmistakable intention of the Department that no teas containing any artificial coloring or facing matter would be allowed entry after the said 1st day of May, 1911.

That with confidence in the apparent determined effort of the Department to enforce said regulations and relying thereon, your petitioners refrained from purchasing teas which were generally known to be artificially colored.

That subsequent to the promulgation of the aforesaid regulations, your petitioners learned of the purchase in the China markets of large quantities of teas generally known to contain artificial coloring or facing matter—some of which said teas have already been entered and admitted for consumption in the United States.

That the admission thereof is clearly contrary to the intent and spirit of said regulations—conforming to which your petitioners have been debarred from participating in the importation of these classes of teas.

That the method as now prescribed for detecting the presence of coloring or facing matter in teas is clearly ineffectual. That failure to immediately prevent the importation of any further consignments of artificially colored teas will result in the most serious injury to the business of your petitioners.

Wherefore your petitioners respectfully request your immediate consideration of this matter in order that an effectual method of detecting artificial coloring or facing matter may be at once prescribed and applied to all future teas offered for entry at the various ports of the United States.

A New Plan to Reduce Food Prices.

Details of a novel plan to fight the high cost of living were revealed at Boston during the week in the announcement that 100,000 railroad men have formed a co-operative organization to establish a chain of stores in which will be sold articles that will be procured direct from the producer. The stores will deal chiefly in the necessities of life. The association has a capital of \$50,000. In Boston two stores will be opened. At every important point along the lines of the New York, New Haven & Hartford Railroad other stores will be opened. The members of the organization are employees of the New York, New Haven & Hartford Railroad Co.

Almeria grapes range from \$3.50 to \$6 per keg and the demand is very fair.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Retailers' Investments and Business Insurance.

Unpreparedness vs. Preparedness—the Man Who Kept Everything Tied Up Compared With Him Who Kept a Surplus Available for Emergencies.

If when you begin to read this article you strike what looks like a platitude and want to throw the paper down—don't do it.

Whether you are old and of ripe experience or young and without knowledge, you cannot but gain by reading (1) of the first principles of saving money, and (2) how best to conserve those savings through logically planned investments, so they may increase and at the same time always be as a bulwark between you and possible disaster. We can all well afford the time to read such truths.

Before I go into details of safe investment I want to tell you a story, which may parallel some experience you know of. If it does, my point will be so much strengthened.

I once knew a very successful business man; that is, he was successful as a money maker. He built up a big business in a comparatively short time and seemed very prosperous; but a panic swept the country and he was wiped out—absolutely nothing left. This was because his enterprises were "extended" very nearly to the limit when the storm broke. He had no surplus; nothing laid aside; every dollar invested and kept active in his business. His theory was that he could handle all his capital better than anyone else, making it more productive all the time by working it hard. This is a good theory; works out beautifully on paper; but extended enterprises are the first to go in time of trouble.

He found his feet again in a small way and in a still shorter

time he was at the top once more, so men wondered at his ability to make money. He made money so fast that even the lessons of the past did not serve to teach him to lay something aside, as an intrenchment, as business insurance. In eight years he made upwards of \$50,000—from literally nothing. He built a large business block, but he could not bear to pay for it, for that would have kept some of his capital inactive. So he carried a conservative mortgage on it. Then when he had accumulated a fair surplus his old yearning to "spread" seized him. An enterprise of great promise appealed to him; it was a good enterprise, too, and he might readily have made a success of it had he been able to go just a little slowly; had he been willing to wait only three or four years, wipe out the mortgage on his block and accumulate enough to "go it alone" on the new deal. But no; he must hurry. So he borrowed what he could and went ahead.

Even so, his wonderful ability would have carried the enterprise through—it was going along even better than he had calculated—when he experienced a disastrous fire which checked the immediate productivity of his enterprises at a very critical time. Things began to crowd; he had to load everything to the limit of safety to keep his head above water. For a matter of five years he kept up the unequal struggle and then died. All his big, promising, busy-appearing enterprises, deprived of the master intelligence, shrunk so that his estate paid 30 cents on the dollar.

The habit of saving, simple,

old-fashioned, 3 per cent. saving, would have saved him—his business and his very life.

I know a firm of grocers who have been continually successful since they bought their store. There has been nothing spectacular about them. They have always gone along very quietly, tending to their knitting without any fuss.

Years ago it began to be known that those men "had money." Investigation showed that their store was paying them about \$4,000 a year clear money, and that they were saving that money. They did not put it into a savings bank, but bought sound investments with it. They did not let their store absorb it in extra fixtures; nor increased stock; nor accounts outstanding. They "Kept themselves poor," so far as their business went, by drawing out their surplus cash just about as fast as it was made. And you might hunt a long time to find a vulnerable spot in their plan of operations. For they were fully insured and every move dictated by considerations of safety was carefully made—and made in time.

This is the best kind of Store Management. I shall tell you more next week.

Butter Must Weigh Full in New Jersey.

A crusade has been started by William L. Waldron, New Jersey State Superintendent of Weights and Measures, against the short weight evil in the sale of "print" butter. On Wednesday Superintendent Waldron forwarded notices to packers of butter whose goods are sold in this State that on and after January 1st next year every "print" of butter must contain its net weight on the wrapper. Immediate prosecution will follow a violation of this order. Mr. Waldron says he has discovered that great frauds are perpetrated on the public and that the prints which are supposed to contain a pound are as much as two and three ounces short.

Florida eggplants and squash rule about unchanged. Eggplants of the best quality range from \$2.50 to \$3 and squash from \$1.50 to \$2. The demand is light.



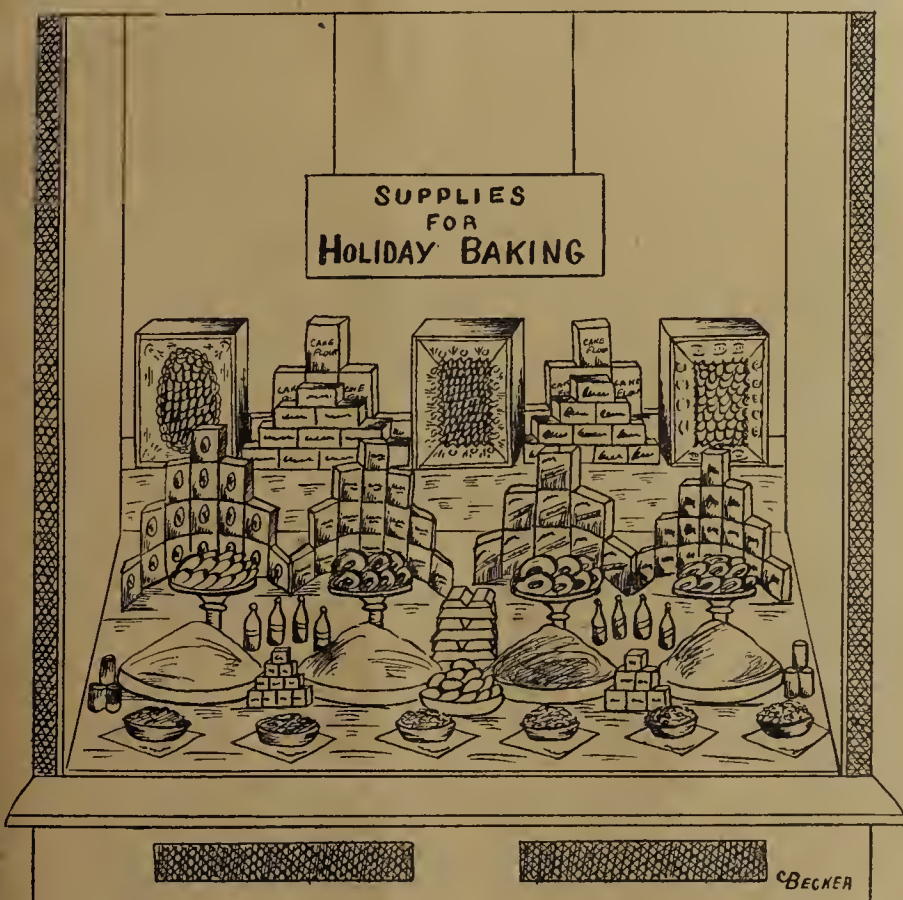
Holiday Baking Display.

Now is the time to display your supplies for the holiday baking. Most housekeepers like to bake some certain kind of cakes, such as fruit cake, for instance, several weeks before Christmas. This is a neat one, in which you can display all the needful articles. To arrange, first cover the window with crepe paper any dark color you choose to use. Along the front place some white paper napkins, on which place small glass dishes filled with nut kernels, all kinds. Now get cheesebox or small firkin lids, cover the rims with the crepe paper and cover them inside with white wrapping paper. Fill them with sugar—brown, powdered, granulated and soft white. In front and between the lids

ends. Between them build pyramids of package figs, dates and cake flour. Suspend a neat sign card with lettering like in illustration and the window is complete.

Mince Meat Display.

Nearly every grocer handles several grades of mince meat. Here's a neat display of this article and it won't require a great deal of your time to arrange. First cover the bottom of the window with crepe paper; a pale color looks best, such as pink, blue or lavender. Fill as many glass aquarium jars with the mince meat as you have different



display baking soda, cream of tartar, a dish of eggs and at each end a few boxes of baking powder. Back of the sugar mounds place citron, lemon and orange peel in high stand dishes. Between them place different kinds of bottled extract and a pyramid of chocolate. Back of this build pyramids of raisins, currants, cocoanut, etc., in packages in a semicircle. Run a platform across the window in the rear, making about ten or twelve inches deep, and on this display some dried fruit, such as choice prunes, apricots and peaches. Stand the boxes on their

grades for sale. Place several white paper napkins under them, like in illustration. Place a small card in front of each jar with the price per pound. In the rear place the buckets of mince meat on a corn box. Tack some of the crepe paper, like in illustration, around the bottom of the buckets and down on the floor. Tack it on full. A glass lid is on each bucket and as they are at the rear and very handy, you can sell right from the window. Run a width of the crepe paper across the rear and suspend a large, neat card.

New Jersey Tomato Canners Accuse Maryland Packers of Selling Bad Goods.

At the hearing before the New Jersey Board of Health last week, as to the faults in the prevalent

methods of packing tomatoes, severe criticism of the methods pursued by Maryland canners was made by representatives of the South Jersey canning industry. One charge made was that Mary-

land canners buy in New Jersey after 15 years of honest dealing tomatoes which would not be used in that State, can them in Baltimore and then send them out as Jersey products, thus trading upon the reputation established

on the part of Jersey. The question of adopting standards for canned tomatoes was discussed, but no conclusion was reached.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—Grocery and general merchandise business; annual business, \$7,000; stock, about \$2,000. Further particulars address John F. Day Siegfried, Pa. 22

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty-first and Brown streets, West Philadelphia. 5

FOR SALE.—International Auto Truck in use only three months. This truck is in good running order and will do the work of three single rigs, which we offer for \$400, cost new \$800. Reason for selling, changing to dry goods business. For full description write The L. A. Leathers Grocery Co., Brookville, Pa. 25

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$5,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE. An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4065 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—An old established corner, doing a good business in fresh meats groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$7,500. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 23

FOR SALE.—Grocery and queensware store, established in 1854, located on the main street of a growing town of 5,000 population. Sales run from \$0,000 to \$25,000 yearly. Business is conducted on strictly cash basis. Annual profits average from \$2,000 to \$2,500. A rare chance for a live up-to-date man. Will in entirety about \$3,000 can be reduced. Reason for selling and full information given on request. Call on or write Angle Brothers, Shippensburg, Pa. 25

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,000. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—An old established corner, doing a good business in groceries provisions, milk, cigars and candies. Would be a good stand for fresh meats. Will sell for the low figure of \$600. Rent, \$7 a month, six rooms. 637 N. Fifty-third St., Philadelphia, Pa. 22

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,100. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences, also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Well paying grocery, meat and provision store. Good neighborhood. Will sell to a quick buyer for \$1,250. Will sacrifice property containing six rooms and bath for \$6,500. Near Sixtieth and Spruce Sts. S. N., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 22

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low.

About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$20 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$800 a week mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly all cash on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J. doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J. doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 or the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,000 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000 catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1f

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 1f



THIS CUSPIDOR

in hand-painted colors, at \$3.50 per gross, no drainage charge, no package charge; the entire gross is yours for \$3.50, plus the freight. The PETERS & REED POTTERY CO. ZANESVILLE, OHIO

No. 42 Cuspidor—6 1/2-inch

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia



MAPLEINE

The Flavor de Luxe

SELLS SATISFIES and SELLS AGAIN

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

Published every
Monday.

Grocery World

Circulates in every
State of the Union
and Canada.

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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WILLIAM H. NAYLOR,
Manager Circulation and Prices-Current.

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Is There No Remedy in Cases Like This?

Montgomery Ward & Co., Chicago Mail Order Dealers, Revenge Themselves on Kellogg Toasted Corn Flakes Co. for Opposing Mail Order Houses by Getting Some of Their Goods and Cutting Them Below Cost. Exactly Such a Case as Was Recently Discussed in Connection With Possible Injunction Proceedings.

The extent to which a manufacturer may or may not be helpless against mail-order concerns or cutters who are determined to get his goods and slaughter them, is brought forward again by an incident that has just transpired in Chicago. It reveals the urgent need of some legal plan by which a manufacturer can absolutely prevent concerns who for any reason are undesirable, from handling his goods at all; or at least from handling them below cost.

The Kellogg Toasted Corn Flakes Co., of Battle Creek, Mich., have always had strong

views as to manufacturers who sold mail-order concerns like Montgomery Ward & Co., of Chicago, their idea being that it is quite unfair to the regular retail trade to sell a mail-order house, *at a preferential price*, thus supplying it with double ammunition with which to go after the business of the small country merchant. And the Kellogg Co. have expressed these views at every opportunity, both through their little house organ and in other ways. The burden of their remarks has been "we do not sell mail-order houses, we do not pack private brands for

them, and we have no use for concerns who do."

In order to show how helpless the Kellogg Co. or other concerns are to keep their goods away, Montgomery Ward & Co. at once went to some mysterious source and obtained enough Kellogg Toasted Corn Flakes to advertise three packages for 20 cents, or \$2.65 per case—less than cost. An advertisement of Kellogg's Toasted Corn Flakes at this price has gone all over the country, and has probably hurt the market for the regular trade in many sections.

The point of the incident is that unless the Kellogg Co. can obtain an injunction against Montgomery Ward & Co. on the ground that by cutting the price below their own cost they are showing mere vindictiveness and are demoralizing the Kellogg business all over the country, they have no redress and are helpless no matter what the mail-order houses do.

The possibility of obtaining an injunction in precisely this sort of a case has recently been discussed in the Legal Department of this journal.

The only move which the Kellogg Co. has made up to this time has been to issue the following notice to jobbers:—

Montgomery Ward & Co., of Chicago, in their grocery catalogue quote Kellogg's Toasted Corn Flakes at \$2.65 per case.

We do not sell them, and we don't know yet what jobber is selling them, but we have a feeling that it may be increasingly difficult for them to get supplies from their present source, which may lead them to go out of Chicago for same.

If they should come to you for Kellogg's, we take it for granted that you would not consider it to your interest to supply them to the detriment of your customers and yourself, as long as they continue to cut prices.

Yours very truly,
KELLOGG TOASTED CORN FLAKE COMPANY.

Two dollars and sixty-five cents per case is 15 cents per case below the regular price to retail dealers

Goods That Are Being Advertised to Your Customers

"Grocery World and General Merchant" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical and products that are not advertised in some of them are hardly advertised at all.]

December.

LADIES' HOME JOURNAL.
Cream of Wheat.
Ivory Soap.
Post Toasties.
Postum.
Educator Crackers.
Armour's Extract of Beef.
Campbell's Soups.
Royal Baking Powder.
Ralston Wheat Food.
Blanke's Faust Coffee.
Wesson's Snowdrift Oil.
Borden's Eagle Condensed Milk.
Heinz Plum Pudding and Mince-meat.
Electro Silicon.
Crystal Domino Sugar.
None Such Mince-meat.
Hormel's Dairy Hams and Bacon.
Snider's Catsup and Pork and Beans.
Lenox Chocolates.
Old Dutch Cleanser.
Quaker Oats.
Bon Ami.
Horlick's Malted Milk.
Three-in-One Oil Co.
Jell-O.
Liebig Oxo Bouillon Cubes.
P. and G. White Naptha Soap.

Burnett's Vanilla.
Knox Gelatine.
Parawax.
Wright's Silver Cream.
Hunt's Quality Fruits.
Liebig Extract of Beef.
Minute Tapioca.
Sunshine Biscuits.
Union Cookery Bags.
Huyler's.
Dromedary Dates.
Swift's Premium Hams and Bacon.
Mrs. Rorer's Coffee.
Nabisco.
Steero Bouillon Cubes.
Van Camp's Pork and Beans.
Kellogg Toasted Corn Flakes.
Pear's Soap.

OUTING.

Atwood Grape Fruit.
Post Toasties.
Postum.
Austin's Dog Bread.
Liebig Extract of Beef.

LADIES' WORLD.

Cream of Wheat.
Ralston Wheat Food.
Hunt's Quality Fruits.

Mapleine.
Ivory Soap.
Campbell's Soups.
Armour's Extract of Beef.
Pear's Soap.
Baker's Cocoa.
3-in-One Oil.
Postum.
Jell-O.
Snider's Pork and Beans and Catsup.
Nabisco.
Heinz Plum Pudding and Mince-meat.
Parawax.
Lenox Chocolates.
Royal Baking Powder.
Steero Bouillon Cubes.
Electro Silicon.
Quaker Oats.
Sapolio.
Borden's Eagle Brand.
Cuticura Soap.
Union Cookery Bags.
Knox Gelatine.
Kingsford's Starch.
Diamond Dyes.

WOMAN'S HOME COMPANION.

Ivory Soap.
Ralston Wheat Food.
Campbell's Soups.
Educator Crackers.
Postum.
Dromedary Dates.
Huyler's.
Armour's Extract of Beef.
Snider's Pork and Beans and Catsup.
Lowney's.
Crystal Domino.
Heinz Mince-meat and Plum Pudding.
Parawax.
P. and G. Naptha Soap.
Uneda Biscuit.
Jell-O.
Fould Macaroni.
Hunt's Quality California Canned Fruits.
Packer's Tar Soap.
3-in-One Oil.
Minute Gelatine.
Towle's Log Cabin Syrup.
McMenamin Deviled Crabs.
Burnett's Vanilla.
Wright's Silver Cream.
Quaker Oats.

Swift's Premium Hams and Bacon.
Sunshine Specialties.
Borden's Eagle Brand Condensed Milk.
Liebig Extract of Beef.
Rough-on-Rats.
Knox Gelatine.
Liebig Oxo Bouillon Cubes.
Kingsford's Starch.
Horlick's.
Cuticura Soap.
Lenox Chocolates.
Chiclets.
Steero Bouillon Cubes.
Cream of Wheat.

SMART SET.

Maillard's Cocoa.
White Rock Water.
Apenta.
Libby's Evaporated Milk.

HARPER'S BAZAAR.

Shredded Wheat.
Postum.
Crystal Domino Sugar.
Nabisco.
Heinz Plum Pudding.
Liebig Extract of Beef.
Borden's Eagle Brand of Condensed Milk.
Baker's Cocoa.
Electro Silicon.
Knox Gelatine.
Chiclets.
Cresca Delicacies.
Towle's Log Cabin Syrup.
Wright's Silver Cream.
Old Dutch Cleanser.

ST. NICHOLAS.

Swift's Premium Hams and Bacon.
Fairy Soap.

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Keystone, Race 746

Corporation Practice, Cases Under Food Laws
Trade-Mark Registration
General Practice

Cold Weather Specialties:

Fresh Sausage, Scrapple, Soupe, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



The best way to work up a permanent and profitable trade on

MACARONI :: SPAGHETTI PASTELS and NOODLES

is to sell

Freihofers

because their quality, purity and fine flavor will please your customers and cause them to buy again and again, and they pay you a better profit than others.

The

Freihofers Vienna Baking Co.

PHILADELPHIA, PA.

Crystal Domino Sugar.
Peter's Chocolate.
Post Toasties.
Jell-O.
Ralston Wheat Food.
Postum.
Educator Crackers.
Chiclets.
Maillard's Cocoa.
Ivory Soap.
Libby's Evaporated Milk.

DELINEATOR.

Snider's Catsup and Pork and Beans.
Ivory Soap.
Campbell's Soups.
Educator Crackers.
Huyler's.
Postum.
Nabisco.
Royal Baking Powder.
Armour's Extract of Beef.
Diamond Dyes.
Heinz Plum Pudding and Mince-

meat.
None Such Mincemeat.
Bon Ami.
Chiclets.
Ralston Wheat Food.
Hunt's California Canned Fruits.
Electro Silicon.
Lenox Chocolates.
Jell-O.
Dromedary Dates.
Palmolive Soap.
Mapleine.
Van Camp's Pork and Beans.
Borden's Eagle Brand Condensed Milk.
Stereo Bouillon Cubes.
Fould Macaroni.
Cuticura.
Union Cookery Bags.
P. and G. Naptha Soap.
Swift's Premium Hams and Bacon.

MCCALL'S.

Heinz Mincemeat and Plum Pudding.
Ivory Soap.
Campbell's Soups.
Bon Ami.
Postum.
Diamond Dyes.
Knox Gelatine.
Eagle Brand Condensed Milk (Borden).
Kingsford's Cornstarch.
Unecda Biscuit.
Ralston Wheat Food.
Jell-O.
Lowney's Chocolates.
Parawax.
None Such Mincemeat.
Union Cookery Bags.
Rat Bis-Kit.
Cuticura Soap.
Lea & Perrin's Sauce.
Fairbank's Gold Dust, Fairy and Sunny Monday Soap.

PICTORIAL REVIEW.

Cream of Wheat.
Armour & Co.
H. J. Heinz.
Campbell's Soups.
Diamond Dyes.
Cuticura.
Crystal Domino Sugar.
Nabisco.
Royal Baking Powder.
Postum Cereal.
Knox Gelatine.
Lea & Perrin's Sauce.
Hunt's Quality Fruits.
Union Cookery Bags.
Stereo Bouillon Cubes.
Snider's Pork and Beans, Catsup.
Jell-O.
Parawax.
Van Camp's Pork and Beans.
Eagle Brand Borden Condensed Milk.

NEW IDEA.

Snider's Catsup and Pork and Beans.
Ivory Soap.
Campbell's Soups.
Blue Label Ketchup.

Armour's Extract of Beef.
Knox Gelatine.
Postum.
Nabisco.
Royal Baking Powder.
Chiclets.
Lenox Chocolates.
None Such Mince Meat.
Liebig Oxo Bouillon Cubes.
Bon Ami.
Huyler's.
Heinz Plum Pudding and Mince-

DESIGNER.

Snider's Catsup and Pork and Beans.
Ivory Soap.
Campbell's Soups.
Nabisco.
Huyler's.
Ralston Wheat Food.
Blue Label Ketchup.
Royal Baking Powder.
Postum.
Bon Ami.
Armour's Extract of Beef.
Knox Gelatine.
None Such Mince Meat.
Mapleine.
Oxo Bouillon Cubes.
Heinz Plum Pudding.
Van Camp's Pork and Beans.
Borden's Eagle Brand Condensed Milk.
Jell-O.
Palmolive Soap.
Chiclets.
Stereo Bouillon Cubes.
Union Cookery Bags.
Cuticura.
P. & G. White Naptha Soap.
Diamond Dyes.
Lenox Chocolates.
Parawax.

CENTURY.

Sapolio.
Fairy Soap.
Postum.
Cuticura Soap.
Educator Crackers.
Chiclets.
Atwood Grape Fruit.
Apenta Water.
Cresca Delicacies.
Horlick's Malted Milk.
White Rock.
Huyler's.
Peter's.
Ivory Soap.
Libby's Evaporated Milk.
Baker's Breakfast Cocoa.

HARPER'S MONTHLY.

Sapolio.
Postum.
Huyler's.
Post Toasties.
Atwood Grape Fruit.
Liebig's Extract of Beef.
Crystal Domino Sugar.
Blue Label Ketchup.
Apenta Water.
Cuticura.
White Rock Water.
Ivory Soap.
Swift's Premium Hams and Bacon.

Royal Baking Powder.
Baker's Chocolate.
Grape Nuts.

HARPER'S WEEKLY.

Apenta Water.
White Rock Water.
Napoleon Flour.
Postum.
Wesson Snowdrift Oil.

Crystal Domino Sugar.
Gold Medal.

COLLIER'S.

Burnham & Morrill Fish Flakes.
Shaker Table Salt.
Whittemore's Shoe Polish.
Occident Flour.
Snider's Pork and Beans and Catsup.
Ralston Wheat Food.
Heinz Mincemeat and Plum Pudding.
Crystal Domino Sugar.
Blue Label Ketchup.
Palmolive Soap.
Educator Crackers.
Cresco Grits and Barley Crystals.
Gold Dust, Fairy Soap and Sunny Monday Soap.
Welch Grape Juice.
Packer's Tar Soap.
Three-in-One Oil.
Rough on Rats.
Lea & Perrins' Sauce.
Huyler's.
Wrigley's Spearmint.
Hunt's Quality Fruit.
Minute Gelatine.
Horlick's Malted Milk.

OUTLOOK.

Peter's Chocolate.
Grape Nuts.
Special Dietetic Food.
Horlick's Malted Milk.
Maillard's Breakfast Cocoa.
Bon Ami.
Swift's Premium Hams and Bacon.
Crystal Domino Sugar.
Baker's Cocoa.

LIFE.

White Rock Water.
Crystal Domino Sugar.
Swift's Premium Hams and Bacon.
Londonderry Water.
Belle Mead Sweets.
U-All-No After Dinner Mints.
Peter's Chocolate.
Maillard's Cocoa.

PUCK.

Shine On Metal Polish.
White Rock Water.
Pear's Soap.
Chiclets.

SATURDAY EVENING POST.

Sherwin & Williams' Paints and Varnishes.
Pratt & Lambert Varnishes.
Liebig Oxo Bouillon Cubes.
Ralston Wheat Food.
Liquid Veneer.
Sealshipt Oysters.
Johnston's Chocolates.
Dromedary Dates.
Le Page's Glue.
Rat Bis-Kit.
Horlick's Malted Milk.
Gold Medal Flour.
Campbell's Soup.
Post Toasties.
Snider's Products.
Underwood Deviled Ham.
Stereo Bouillon Cubes.
Johnston's Chocolates.
Huyler's.
Beech-Nut Peanut Butter.
Nabisco.
Kellogg's Toasted Corn Flakes.
Knox Gelatine.
Burnham & Morrill Fish Flakes.
National Oats.
Lea & Perrins'.
Occident Flour.
Chiclets.
Heinz Plum Pudding and Mince-

meat.
Howe Oil.
Peter's Chocolate.
Lucky Strike Tobacco.
Van Camp's Pork and Beans.
Postum.
McCLURE'S MAGAZINE.
Gold Medal Flour.
Armour's Bouillon Cubes.
Apenta Water.

Atwood Grape Fruit.
Blooker's.
Cresca Delicacies.
Special Dietetic Food.
Jell-O.
Horlick's Malted Milk.
Huyler's.
Educator Crackers.
Liebig Extract of Beef.
Nabisco.
Peter's Chocolate.
Post Toasties.
Postum.
Chiclets.
Snider's Preserves.
White Rock Water.
Whitman Chocolates.
Electro Silicon.
Cuticura.

EVERYBODY'S.

Apenta.
Atwood's Grape Fruit.
Blooker's Cocoa.
Campbell's Soups.
Cresca Foreign Delicacies.
Crystal Domino Sugar.
Blue Label Ketchup.
Horlick's Malted Milk.
Huyler's.
Jell-O.
Lea & Perrin's Sauce.
Liebig Extract of Beef.
Nabisco.
Post Toasties.
Postum.
Stereo Cubes.
Shredded Wheat.
Snider's Preserves.
Swift's Premium Hams and Bacon.
Kellogg's Toasted Corn Flakes.
White Rock Water.
Whitman Chocolates.
Wilbur's Chocolate Buds.
Cuticura Soap.
Ivory Soap.
Bon Ami.
Electro Silicon.
Three-in-One Oil.

AMERICAN MAGAZINE.

Gold Medal Flour.
Fairy Soap.
Baker's Cocoa.
Lowney's Chocolates.
Postum.
Post Toasties.
Crystal Domino Sugar.
Huyler's Chocolates.
Electro Silicon.
Cuticura Soap.
White Rock Water.
Apenta Water.
Atwood Grape Fruit.
Cresca Delicacies.
Horlick's Malted Milk.
Whitman's Chocolates.
Bon Ami.
Peter's Chocolates.
Nabisco.
Ivory Soap.
Cream of Wheat.

THE WORLD'S WORK.

Swift's Premium Hams and Bacon.
White Rock.
Atwood Grape Fruit.
Fairy Soap.

PEARSON'S.

Pear's Soap.
Sapolio.
Cream of Wheat.
Cresca Delicacies.
Nabisco.
Post Toasties.
Fairy Soap.

SCRIBNER'S.

Apenta Water.
Atwood Grape Fruit.
Cresca Delicacies.
Horlick's Malted Milk.
Huyler's.
Libby's Evaporated Milk.
Peter's Chocolate.
Post Toasties.
Postum.
Shredded Wheat.
White Rock Water.

Whitman's Candies.
Cuticura Soap.
Fairy Soap.
Ivory Soap.
Sapolio.
Electro Silicon.

REVIEW OF REVIEWS.

Shredded Wheat.
Postum.
Apenta.
Horlick's Malted Milk.
Borden's Eagle Brand.
Lea & Perrin's Sauce.
Chiclets.
Whitman's.
Atwood Grape Fruit Co.
Swift's Olcomargarine.
Packer's Tar Soap.

ATLANTIC MONTHLY.

Peter's Chocolate.
White Rock.
Horlick's Malted Milk.
Educator Crackers.
Bensdorf's Cocoa.
Atwood's Grape Fruit.
Libby's Evaporated Milk.

GOOD HOUSEKEEPING.

Armour Bouillon Cubes.
Atwood Grape Fruit.
Bensdorf's Cocoa.
Burnett's Vanilla.
Burnham & Morrill Fish Flakes.
Campbell's Soups.
Chiclets.
Cresca Delicacies.
Crystal Domino Sugar.
Dromedary Dates.
Educator Crackers.
Farwell & Rhine's Dietetic Food.

Florida Citrus Fruits.
Fould's Macaroni.
Faust Coffee.
Glen Eden Jellies.
Heinz Products.
Horlick's Malted Milk.
Huyler's Candies.
Jell-O.
Kingsford's Cornstarch.
Kitchen Bouquet.
Knox Gelatine.
Kornlet.
Knorr's Consomme Cubes.
Lenox Chocolates.
Mapleine.
Minute Gelatine.
Mrs. Rorer's Coffee.
Nabisco Sugar Wafers.
Post Toasties.
Postum.
Ralston Wheat Food.
Royal Baking Powder.
Steero Bouillon Cubes.
Swift's Premium Hams.
Towle's Log Cabin Syrup.
White House Coffee.
Wilbur's Chocolate Buds.
Blak-Lusta Stove Enamel.
Cando Silver Polish.
Diamond Dyes.
Dy-O-La Dyes.
Electro Silicon.
Old Dutch Cleanser.
Parawax.
Pearline.
Aerofume.
Three-in-One Oil.
Union Cookery Bags.
Cuticura Soap.
Fairy Soap.
Ivory Soap.



MERRELL-SOULE NONE SUCH MINCE MEAT

BEEN AT IT SINCE 1881

Merrell-Soule Co.

SYRACUSE, N. Y.

We guarantee *pu-
rity, quality and condi-
tion* of every package
of **Merrell-Soule None
Such Mince Meat**; and
its popularity, based
on 27 years of satis-
faction to the user,
and 27 years of per-
sistent advertising,
guarantees the *sale*.

Big Mail Order Schemes Breed Little Ones

**Supposed Success of Schemers Selling Sugar at Half Price
Leads Others to do Likewise. One Small Local Imitator
Is in a Near-by Village of 250, Another at a Blind
Philadelphia Address, Offer Sugar at Two and Four Cents
a Pound Respectively.**

The assumed success of the mail-order houses, especially the type which bait the public by offering sugar at about half the market price, is constantly breeding a horde of small imitators, though it is not often that one finds those imitators in the grocery business itself.

Two interesting want advertisements directly in line were noted in last Sunday's Philadelphia "Record." This was the first:—

SUGAR! SUGAR! GRANULATED,
10 LBS. for 20c. This you only can
buy in our cut price \$5 grocery assort-
ment; freight paid. List free. GRO-
CERY Co., Spring Mount, Pa.

Sugar at 2 cents a pound, in connection with a \$5 "cut price assortment," will have a familiar sound to those who have followed the various mail-order schemes that have come up, flourished briefly and then died. Spring Mount is a small hamlet of 250

persons in Montgomery County, Pa. Certainly no large mail-order house has grown up there, so far as the writer knows or has been able to learn.

The second advertisement belonged in the same class. Here it is:—

CUT-RATE GROCERIES—SAVE
DOLLARS on your weekly grocery bills; granulated sugar, 4c. pound; all goods guaranteed. 93 Record Branch, 4400 Germantown ave.

The identity of this concern is still more deeply shrouded in mystery, inasmuch as the address is wholly a blind one. In this case the bait is not so large or tempting—sugar at 4 cents a pound, which is only 3 cents below the regular retail market.

This journal is endeavoring to learn more about these new philanthropies, and will communicate through these columns such information as it is able to obtain.

Family of

an old wholesale buyer had *never* used **Fels - Naptha**.

But they saw the newspaper Anty-Drudge story of "the **Fels - Naptha** way." Now they're all *ardent* users.

More of *your* customers would also be profitable patrons of **Fels - Naptha**, if you said "try a bar" —"according to directions."



WITH THE EDITOR

Advertising is a mighty force, none mightier, in fact, but there are some advertisers who are still under the false impression that it can perform miracles. Advertisers of this class try to induce advertising to do some miracle working, and when it fails, as it must, they get very sour and join the club of misanthropes whose motto is "advertising doesn't pay."

For instance, the National Slack Cooperage Manufacturers' Association, of Chicago, Ill., which is composed of barrel manufacturers, is about to launch a campaign the object of which is to increase the consumption of barrels. In the course of the campaign they will use the following advertisement:—

Reduce the Cost of Living by Asking Your Grocer for Flour in Barrels

Save money by buying in larger quantity.

Get flour which has been kept uncontaminated from the mill to you.

Don't risk finding your flour mouldy from moisture or flavored with kerosene because it was exposed to rain or shipped in the wrong kind of freight cars.

You can get your favorite brand of flour, the kind you have always bought, in barrels if you want it. Your grocer will be glad to supply you. The next time you run out of flour tell him you want the barrel instead of the sack. You'll find it handier, cheaper, more sanitary.

For full details as to the reasons for using wooden barrels instead of unsanitary, inefficient sacks, drop a postal to the

**National
Slack Cooperage Manufacturers'
Association**

Ellsworth Bldg., CHICAGO, ILL.

Will this advertisement increase the consumption of barrels? Naturally before it is tried one person's guess is as good as another's, and the writer's guess is that it will not. In the first place, flour has come to be sold on such a close margin that the average consumer would probably feel that the slight saving in buying a barrel would not pay him for the larger investment.

But even if the advertisement was successful in inducing con-

sumers to buy their flour in barrels instead of in sacks, how would that increase the consumption of barrels? It would increase the initial sale, but a well-made barrel isn't dead when its contents have been removed. Since it has a certain money value, it would almost certainly get back into the market again, and with some limitations would do everything a new barrel would do. Where then has there been any net gain to the barrel industry?

The express companies are on the rack at last. As reported last

week, the Interstate Commerce Commission is taking evidence

against them in New York City, and before the case is over these industrial vampires may find themselves without an occupation. The evidence produced before the Commission appears to show that the express companies have charged outrageous rates, that they have been arbitrary and autocratic toward shippers and the public; that they have purposely delayed the settlement of claims and by designedly tiring claimants out have added many dollars to their ill-gotten gains. Their effort was always to delay the payment of claims as long as they could and then to compromise—seldom to pay in full what they honestly owed. This practice alone has netted them a large revenue.

There is no earthly reason why the railroads cannot themselves do an express business; they already do it on suburban lines for 5 cents a package, against the express company's charge of 25 cents for the same service, except that the railroads do not deliver to the door while the express companies do. The railroads, however, could deliver or arrange to have delivered if they chose.

In the public resentment against the express companies and their thieving methods really lies the origin of the parcels post movement. Put the express business on a fair and honest basis and all

need for parcels post disappears. Retail merchants should recognize this and use every scrap of their influence in the present anti-express campaign.

In the last issue appeared a brief item to the effect that the New Jersey Superintendent of Weights and Measures had ruled that print butter sold within that State must have the net weight stamped on the wrapper. In making his ruling the superintendent issued the following statement:—

Since I assumed this office a couple of months ago there has reached me from all parts of the State a great variety of complaints against fraudulent merchants. In no respect, however, has the criticism been so widespread as with regard to the sale of butter. People have submitted substantial proof that butter "prints" supposed to weigh a half pound or one pound have actually been as much as two ounces short of the pound.

The complaints became so persistent that several days ago I temporarily abandoned other lines of investigation in which I was engaged in order to thoroughly inquire into the butter "print" situation. I have found that the conditions have not been at all exaggerated. In very few instances did I discover a "print" of butter that weighed the one-half or one pound it was supposed to.

But right there I struck a snag. The merchants invariably sold the butter by the "print" and not by the half pound. True enough, the person buying this "print" assumed that it weighed either eight or sixteen ounces, but their order to the storekeeper was usually for a "print" of butter. This failure on their part to ask for a "half a pound of butter" or "one pound of butter" has always protected the merchants, who have given them exactly what they asked for—"a print of butter."

I want to explain right here, however, that the retailer is not to be held responsible for the shortage of weight in these "prints." The retailer buys them for half pound and one-pound "prints" and sells them to his customers for the same. It is the packer who must

be reached in order to eliminate this fraud, which actually means a loss to purchasers of from three to five cents on the pound in most instances. The packer cannot be prosecuted because he delivers "prints" which do not weigh a full eight or sixteen ounces, provided there is no weight on the wrapper.

But once the "prints" contain their net weight on the wrappers, there can no longer be any evasion on the part of the packers.

The writer believes that this ruling is not worth the time it took to make it. There is no requirement in the New Jersey food laws that foods products shall bear a statement of net weight, and the New Jersey superintendent can therefore not enforce a requirement that does not legally exist.

More than this, the writer believes that such a law would be worthless even if regularly passed by a Legislature. Who can legally forbid a merchant and his customer from doing business, if they like, with prints of butter, neither marked nor represented to contain a pound or half pound? Is there any illegitimacy about such a transaction? A Pennsylvania court ruled on exactly the same question the other day in a case involving an ordinance passed by the city of Scranton, forbidding the sale of fruit except in quart boxes. The court said this was a violation of the freedom of contract. It was perfectly innocent for persons to sell fruit by the pint or by the box, if they like, provided nobody falsely represented the box to contain more than it did. This is probably what all courts would hold. The New Jersey superintendent admits that he has no case against retailers because they sell by the print, how then can he have any against a packer who sells in the same way?

Any Merchant's Weakest Point

Business is an exceedingly light and unimportant that almost anything or nothing can disturb it. That is especially true in cities



Nothing but Pure Gelatine

Nothing has ever been found to take the place of the pure, old-fashioned gelatine, like **CHALMERS'**, which takes on any form or flavor that the consumer wants to give it.

CHALMERS' GELATINE is made under the most rigid sanitary restrictions, and from the finest, cleanest raw materials money can buy. For forty years it has been the standard of cleanly goodness.

No gelatine pays a fairer profit to the retailer.

JAMES CHALMERS' SON

WILLIAMSVILLE, N. Y.

H. P. TAYLOR, JR., SALES AGENT, RICHMOND, VA.

Minute Gelatine (Flavored)

"Like the Minuteman—always ready"

Is made in seven flavors—

**LEMON, ORANGE, RASPBERRY, STRAWBERRY,
CHOCOLATE, CHERRY and PISTACHIO**

and is absolutely **PURE** gelatine of the highest quality that can be produced. Offer it to your customers as a delicious and healthful dessert which can be easily prepared—they just add water then set it away to cool. It is ready sweetened; many flavored gelatines are not sweetened. Tell your customers we guarantee it to give satisfaction or we'll refund the purchase price.

NOTE.—If you'll send us the name of this paper we'll send you, **FREE**, a regular-size package to try on your own table so you can have practical proof of its excellence, and thereby judge its salability.



Trademark Registered

LOOK
FOR THE
MINUTE MAN
ON THE
PACKAGE

MINUTE TAPIOCA CO.

ORANGE, MASS.

LOOK
FOR THE
MINUTE MAN
ON THE
PACKAGE

MAGAZINES & BOOKS
FOR
LIBRARY SLIPS
ONE IN
EVERY PACKAGE

where every neighborhood holds several stores in each line, all about equally good, and each willing to go about as far as the others to get and hold trade. In many cases Mrs. Jones could just as well trade with one of these stores as with another. She falls into the habit of trading with one, for any of a thousand reasons, most of which are trifling. Because her reasons are apt to be trifling, she could fall out of the habit just as easily as she fell into it, and that is the condition which confronts all retailers who are subjected to close competition—the comparatively slight hold which they have on their customers.

This explains why Park & Tilford, the New York grocers, have been spending considerable money during the past week in having the following notice inserted in the New York papers:—

NOTICE

A malicious rumor is being circulated to the effect that we do not employ Hebrew help, which is *basely false*. Ten per cent. of all our employees are Hebrews, and we have never discriminated against race or religion.

PARK & TILFORD,
Frank Tilford, President.

I suppose that when the news came into Park & Tilford's that this lie was out about them, something very like a panic ensued. New York is a Hebrew city. If a fraction of the Hebrew population decided to act together the Park & Tilford business would drop so quickly it would lose its breath.

It is a powerful engine for harm—the tongue of the scandal monger, particularly when directed against a merchant, who is always a shining mark. I remember a case which transpired in Philadelphia several years ago in which somebody told of a retail grocer, whose store was in a Catholic neighborhood, that he had said "he never saw an honest Catholic yet." The thing spread like fire among oil barrels, and quenching it cost the victim no small sum of money and an enormous amount of work.

Absolutely unlimited is the opportunity to do harm in this way, if one has a malignant tongue and no heart. Any small business can be ruined by it. Simply circulate a rumor that a certain merchant has been heard to say he didn't

trust Hebrews, or didn't like Catholics, or thought being a Baptist was worse than being nothing, or hated redheaded women—in short, that he had reflected in any way upon certain human types of which there were several representatives in the community, and the thing is done. Those expressly described will forswear the store forever, and their indignant friends will rally to their support. Before the probably innocent merchant is

half awake to the fact, there will have grown up against him in his community a powerful and intensely hostile army. If he starts out to conquer it he will find it the most monumental task of his whole life. Unless he does, conquer it his business is ruined.

The born merchant is also a born diplomat. He must wear upon his sleeve no radical likes or dislikes, no beliefs or disbeliefs, no prejudices or causes.

E. J. B.

The New York Letter

What the Housekeeping Clubs Have Accomplished for Their Members. Egg Campaign Helps Grocer. The Retailer's Coffee Profits. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

November 29, 1911.

Now that housekeepers' clubs for community buying have attracted some public attention, the women are sending letters to the papers telling of their experiences. One woman in Flatbush, a prosperous suburb of Brooklyn, says that there is nothing at all new in the idea; at least it is not new for a number of people in her part of the city, for they have been following a plan of this kind for years.

Her plan is different in some respects from those recently exploited. She is a member of a little band composed of a few families acquainted socially and most of them living in the same neighborhood. But this is only one of a number of similar bands scattered through the suburban localities, she says.

It is all simple enough. The members do not attempt to buy anything except staples which they all use. One woman on her vacation last summer arranged with a farmer in New Jersey to send her an occasional tub of butter which she sells to the other women at the cost to her. The other women are notified of the arrival of the butter and send their maids or children for their shares.

Similarly another woman gets eggs from St. Lawrence County and divides.

A man gets a big load of apples and another a lot of potatoes and

means are found for dividing them, too.

It appears that the members of the club are not really obliged to worry about the high cost of living, for they have their autos which they can send for supplies if necessary. What they are after, says the woman who describes the plan, is to get the best and freshest from the farms and the saving is incidental—a fad, perhaps.

There has always been more or less of this neighborhood distribution, for it is natural enough for neighbors to divide up once in a while the good things that they get, passing them over the back fence as gifts or charging the bare cost, but this woman's story shows a somewhat more systematic activity than might be expected among the prosperous suburbanites.

Incidentally the woman expressed resentment because when she went to the Wallabout market, a wholesale market, and asked for ten turkeys, not one dealer would sell to her, all of them saying that they were not retailers. It appeared to her that they were afraid to sell because they feared to offend the retailers. Evidently her regular market man played a sly joke on her, for before starting on her trip she asked him for the name of a reliable wholesale firm in the market, and he referred her to his own wholesaler. When this particular wholesaler naturally refused to sell to her she did not give up, however, but put in a

half day, tramping from one establishment to another, only to be refused by all.

Not yet defeated, she went next day to the Washington retail market and bought ten fine birds at prices less than those prevailing in Flatbush, but was pained on learning that these market men do not deliver anything. So she had to send an auto to get the birds.

Such accounts may explain how a proportion of trade is diverted from the neighborhood stores, not to the downtown or chain stores but to the public markets and direct to the farms.

Retail grocers do not fully appreciate that they should be benefited by the crusade of the authorities against the sale of "rot and spots" in the form of liquid eggs. So said a well-known retailer to your correspondent in talking of the recent wholesale prosecutions of dealers in bad eggs and of bakers who use such eggs.

Continuing, the grocer said that the egg trade of many of the smaller bakeries, at least, would naturally go to the corner grocer but for the liquid eggs which he gets directly from those who specialize in that product.

The grocer loses the egg trade of small restaurants and eating houses in the same way.

For these reasons it is suggested that the retailers should show an active interest in all such movements as that against the so-called "rot and spot" trade, since the substitution of unfit food always cuts into the sales at some point of wholesome products which the grocers would otherwise sell.

Because of the high prices of potatoes, it is said that some shipments have been received from Ireland and more will come. At the same time, considerable quantities of Long Island and Maine potatoes are being sent to the West Indies and Central America. So wholesale dealers say, and they do not explain why they send to Ireland for potatoes instead of buying home supplies before they are shipped to the South.

The Irish potatoes, it is figured, cost about 35 cents a bushel at the farm. Railroad and steamship

(Continued on page 18.)



More and More

The Demand

is growing for reliable goods, for widely advertised goods which must be good, or they could not be advertised year after year. "You can't fool the people all the time."

Lowney's Cocoa

and Premium Chocolate for baking and cooking are the kind that the public believes in. The Lowney name has been favorably known for twenty-five years. We are constantly telling them that we make superfine goods and they have had the best reasons to believe it. The grocer gives his customer satisfaction and makes a fair profit too in Lowney's.



BEECH-NUT PEANUT BUTTER



**You ought to
sell it regularly to every one
of your customers**

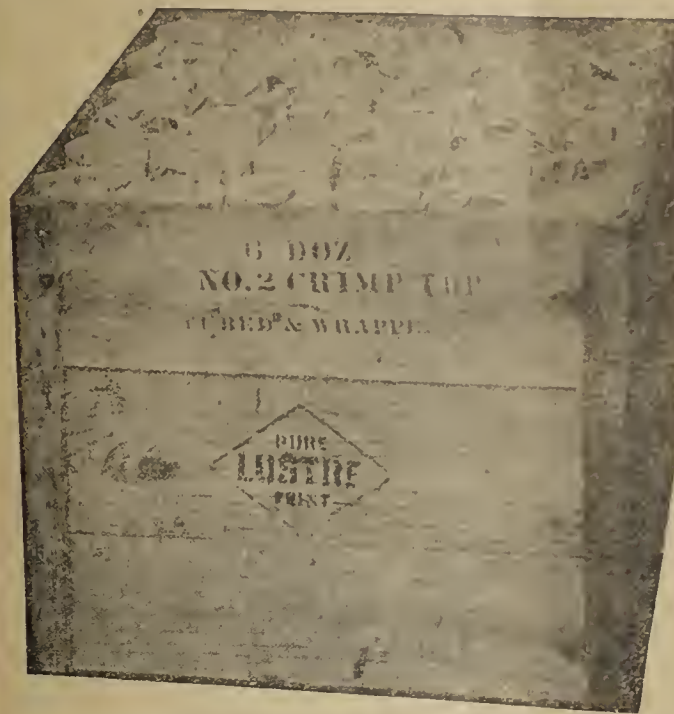
You only have to sell Beech-Nut Peanut Butter once—after that it sells itself; the smoothness, fine flavor and superior quality make it a welcome addition to any menu. It makes dainty, appetizing, nourishing sandwiches for parties and school children's lunches.

Beech-Nut Sliced Bacon
Beech-Nut Beans
Beech-Nut Conserves
Beech-Nut Sliced Beef
Beech-Nut Boned Herring
Beech-Nut Catsup

Beech-Nut Packing Co.
Canajoharie, N. Y.



LAMP CHIMNEYS



MR. GROCER:

It is now time to lay in your fall and winter stock of lamp chimneys and before placing your order elsewhere we would be pleased to quote you on our "LUSTRE" brand which will satisfy the most particular buyer. We carry a large stock of every shape and size and all are packed in cushion tubes wrapped in paper. The cut shown illustrates a package of our No. 2 Crimp top packed in this manner which almost entirely eliminates breakage, and does away with the dirty hay and straw. You cannot appreciate this until you have tried a few cases.

SEND FOR OUR ILLUSTRATED CATALOGUES

R. E. TONGUE & BROS. CO., Inc.

Allegheny Ave. & Amber St., PHILA., PA.

Bell Phone, Kensington 2698

Keystone Phone, East 172

Lamps, Lamp Chimneys, Lamp Goods, Oil Cans, Lanterns,
Gas Mantles and Gas Lights of All Descriptions.

ELECTRIC PORTABLES—SEND FOR CATALOGUE.

Glassware, Crockery, Fruit Jars, Jar Rings, Tumblers,
Jardinieres and Earthenware.

How Does the High Price of Coffee Affect You?

Now is the time Grocers using a ROYAL Roaster reap the advantage. They can continue to sell coffee at the same old price and still make as large a profit as before. With the other fellow who buys his coffee roasted it is different. He has been compelled to boost his prices—losing customers—and even then is making very little, if any profit.

ROYAL users buy their coffee green and thus save all middlemen's profits and roast it fresh as wanted. You know it's better fresh roasted, consequently larger sales—bigger profits.

Individualize your Coffee Department with YOUR OWN brands. Build up



OUR No. 5 ROYAL ROASTER

your own coffee trade. A ROYAL SYSTEM will increase your business and profits quicker than anything else you could install.

Get our complete catalog today. It tells all about the ROYAL SYSTEM, also the "free" aid of our Service Department—our easy payment plan, etc. Drop us a card. We'll gladly send it.



The Only Mill That CUTS the Coffee

THE A. J. DEER CO.


358 WEST STREET

HORNELL, N. Y., U. S. A.

THE SCIENCE OF ADVERTISING

I have received from L. Lehman & Co., retail grocers of Trenton, N. J., two or three advertisements which show a little new idea which I pass along to the readers of this department. They have all been used in local Trenton newspapers, and measure 8 inches single column. The appearance is attractive, and the idea which they represent is capable of being used in a variety of ways with good effect. Here are the three much reduced in size:—

I Am Lehman's Talker.
—I Write Here Every Day



I am paid to suggest—to answer correspondence—to receive criticism—to superintend the correct filling of special orders. Address W. E. S., care of L. Lehman & Co.

Canned Corn Day comes on Monday, the 20th.

You'll have a little hot Bridal Soup with us this week at Broad and Academy.

Something new to tell you about Tomato Bisque.

Experienced telephone operator went on duty at the upper store today.

Mrs. S. F. D. will receive an answer about the coffee situation tomorrow morning.

We're nothing but a big family, treating one another civilly, respectfully, justly.


Bothersome to pay cash? How much did you SAVE Saturday at Lehman's?

L. LEHMAN & CO.

I have always believed in making advertising as personal as possible. "I will do so and so" comes to me with a good deal more force than "we will." This is the idea which Lehman & Co. are using in this advertising. They are a partnership, and they would therefore be obliged to say "we," so they create an intermediary, who can speak in the first person singular. Almost any

trained advertising writer will agree that he can write stronger matter if he can speak as "I"

Lehman's Talker, Subjects Changed Daily



Good-afternoon.
I saw some Madison Square Chocolates in pretty pound boxes on the counter. "Are these 50c. goods," said I.
"50c. quality," said she, "but we're selling them at 25c."

Another thing I observe about Lehman's is the perfect quality of their fresh meats.

And how beautifully and cleanly it is laid out under glass and cold air.

Nothing is wanting in this Broad and Academy Sts. store.

It is a delightful market place.
Everything suggests freshness, cleanliness and economy.

Truly were I a house-keeper I'd find pleasure dealing at such a place.


W. E. S., Lehman's Talker.
L. LEHMAN & CO.

rather than as "we." "I" seems to lend itself better to straightforward talk than "we," or "the firm," or "this house."

This advertising is good and will probably be read. It is not aimed to get direct results, that is, actual orders, such as would come from the quoting of prices, but simply to boost the store stock, so to speak, and help to create or strengthen the impression that the store is a good place to deal. "I must go in there some time." The great thing to do—and this every advertiser strives for—is to get consumers into the habit of

reading their advertisements. I notice the value of that by noting the effect of it on myself. I read a certain morning paper every day. There are some department store advertisements in it that I read or glance over just as regularly as I read the paper—whether I am in search of anything or not. There are other department store advertisements that I never read. Time after time, I have found something in the department store advertisements which I read regularly, that attracted me and which I bought, though the reading of the advertisement in the beginning was wholly aimless.

Lehman's Special Talker, Who Tells Things As He Sees Them



If I were a woman I'd deal at Lehman's.

I'd deal there because things are clean. I don't see any dirty corners.

I'd deal there because I believe in my heart it would be money in my pocket.

I'd deal there because they sell good meat, good butter, good eggs and good coffee.

I'd deal there because I meet young salespeople who really seem to do their very best to please folks.

I'd deal there because I like this family spirit—this spirit of civility and earnestness and good nature.

I'd deal there because I know the firm and the management, and I know that absolute fidelity to the people is their aim at every business turn.

I'm an in and out Lehman enthusiast because I know the ins and outs of the Lehman business.

L. LEHMAN & CO.

To take such pains with the advertisements therefore, particularly their display, so that people will gradually fall into the habit of reading them whenever they see

them, is the great object which every advertiser ought to keep before him.

Please send in more matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

At Last We Know What Mincemeat Is.

A decision tentatively arrived at by the Pure Food Board in the matter of labeling of mincemeat was sent out during the week to the State Food Commissioners asking for suggestions. The draft is as follows:—

After due consideration of all evidence the Board, while realizing the difficulty of fixing an arbitrary standard or definition for such a product as mincemeat, is of the opinion that the evidence shows conclusively that the standard recommended by the Association of Official Agricultural Chemists and adopted by the Association of State and National Food and Dairy Departments in August, 1908, is a fair and reasonable one and in accordance with the facts, such as will guarantee to the consumer a product of good quality and substantial value. This definition is as follows:—

"Mince, mincemeat is a mixture of not less than 10 per cent. of cooked, comminuted meat, with chopped suet, apple and other fruit, salt and spices, and with sugar, syrup or molasses and with or without vinegar, fresh, concentrated, or fermented fruit juices or spirituous liquors."

The question of the use of glucose and starch in mincemeat has been considered and the Board is of the opinion that these are not normally ingredients of mincemeat and, therefore, their presence should be plainly indicated on the label.

SHOW THESE ONCE!

Anker's Bouillon Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed in a box; ready for instant use with hot water.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Your Neglected Selling Power.

Instead of Complaining that You do Not Get Paid for Your Work, be Sure You Do the Work—the Pay Will Take Care of Itself.

Nobody who knows anything about it will say that the life of the retailer is easy. Most will say the retailer works hard—which is true. But so does the man who swings a pick. The swinging of a pick the whole day rough is harder than any work we do; yet it is well known that the man who does the swinging is at the bottom of the ladder so far as pay goes. From which we can immediately deduce the conclusion that it is not enough that we work hard; it is necessary that we work intelligently. This means that we work our brains more and our muscle less.

You are asked whether a certain item is not profitable. You answer: "It would be if it would sell, but it does not sell." The next question is: "Why don't you sell it?" And your answer is: "I have no time to waste talking up any line of goods—they must sell for themselves and then they are profitable." This is a free country. If you are willing to let the maker do all the work and pay you 16⅔ per cent. as your commission for doing it, you are welcome—and you will have plenty of company until retailers more generally shake off their omnolence. I prefer to do the work myself, and I get well paid for it.

You generally argue that you handle 2,000 items, every one of which must be kept in stock, kept in condition, turned over and cared for; hence that you have "no time" to devote to any special item or items. This reminds me of the fable of the clock. It stopped, and there was commotion among the parts to find the

trouble. The pendulum was the culprit and, when asked about it, he said that he was not going to keep up this grind any longer. "Here I go," he said, "ticking backward and forward, four times a second; 240 times a minute; 14,400 times an hour; 325,600 times a day; 10,368,000 times a month; 124,416,000 a year—and, believe me, there is nothing in it." "But," said the hands, "you have the whole year in which to do it—you don't have to do it all at once." The pendulum had never thought of it that way; had never really stopped to reason it out at all. This thought appealed to him as sound, he started again, and has been working on that schedule ever since; does what he thought he "could not" do—what he had imagined he "had no time" to do.

Do I need to paint a picture for further illustration?

The merchant who would make money out of his business must work his brain, and work it intensively, accurately, logically—also joyfully, or he will miss it, and then wonder why he does not succeed.

There are 2,000 items in your stock. At this writing there are probably 500 of those on which you can daily realize a living, even profitable, margin. Take five of those—that is 1 per cent., so should not burden your think tank too heavily to start with. Clear away all the miscellaneous rubbish with which your counters and show cases are presently cluttered under the impression that you are "displaying goods" and make a good, big, clean, impressive display of those five

items. Have nothing else prominent. Dress your windows, your counters, your prominent shelves and show cases with these five alone. Mark them in plain figures, with short descriptions and suggestive points; use regular prices, not cut prices. Call your clerks around you and instruct them to sell those items.

Keep those items on sale and display for three days. Then pack them back in stock, but not too far back—they are of the class you want to continue to push. Take another five and proceed as before.

You will soon get through the 500; you will improve the 500 as you handle them; you will gradually learn yourself—and then you can effectively teach others—how to really sell things; and the best of it is that the remaining 1,500 items will be steadily im-

proved in margin production until you reach the point where you are making money on your entire stock.

Work less with your hands and more with your brain. It pays.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL



"How's That for a Minute's Work?"

What woman could fail to get a great deal of satisfaction from her ability to make a delicious dessert in a minute?

It is done with

JELL-O

There are other preparations of the jelly powder order, but they are not Jell-O, and no woman will ever tolerate the other kind after once using Jell-O.

Nothing else is quite so easy to make up or so delicious when made up.

Seven Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

**THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.**

The name JELL-O is on every package in big red letters. If it isn't there it isn't JELL-O



CXXXI.—What Going Bail Means to a Business Man.

There is scarcely a business man who is not occasionally asked to go bail for somebody. In fact substantial business men are the class who are almost always gone after to serve as bail, inasmuch as there is usually no doubt about their financial responsibility. Therefore something here as to the legal obligations which a business man takes on himself when he signs a bail bond for another person.

Unless circumstances practically compel him, it is always more or less foolish and risky for an active business man to go bail for another. If he is a member of a partnership he is doing his partners a positive injustice when he does it, for if necessary his interest in the firm can be levied on and sold. That is why so many partnership agreements to-day contain a provision that no member of the concern shall sign any bail bonds. I strongly recommend this as a good thing to do, for I have seen the failure to do it wreck small partnerships and seriously embarrass others.

The giving of the kind of bail which I shall discuss in this article is confined to criminal cases, where men are brought before a magistrate, alderman, or justice of the peace and charged with some crime or misdemeanor. In almost all such cases the defendant will be compelled to give bail for court, which at once sets him or his friends on a hunt for some responsible person who can furnish the bail. As is generally known, if no bail is furnished, the defendant will go to jail.

Persons who consent to go bail for another are usually asked as to their property by the justice or whatever official is hearing the case. This is called justifying. Answers to these questions are

given under oath, and false answers amount under the law to perjury.

The difficulty with going bail for another is that you cannot legally take any security, at least, not from the defendant. For instance, not long ago a wholesale dealer, a client of mine, was asked by a relative to go bail for a young friend who had gotten in some trouble over an alleged fraud he had practiced upon a person who had loaned him money. The proposition was that the defendant should make over to my client certain real estate which was to be held as security. In case the defendant should jump his bail and my client should have to pay the amount of the bond, he would have enough security in hand to cover him.

He asked advice on the subject, and was advised not to accept. The law is clear that such an agreement as that to indemnify the bail, or secure him, could not be enforced, and if it was discovered he could not legally act as bail at all. The principle here is that the giving of bail is not for the purpose of securing a sum of money but for the purpose of insuring the presence of the defendant, and if the defendant has put the bail in a position where he doesn't care whether the defendant jumps his bail or not, the chance is that the bail may be jumped.

The conditions which are written into a bail bond are that 1, the defendant shall appear when wanted and stand trial; that he shall 2, abide the judgment of the court, and that 3, he shall not depart without leave of court. If the man for whom you have gone bail faithfully does all these things, then you are released from your bond. If he even violates one of them, you are liable, and

may have to pay the full amount of the bond.

There are two ways of giving bail, and there is a very vital difference between them. One is usually called a recognizance, and the other is an ordinary bail bond. A recognizance is given in open court, and becomes a part of the record of the case, which creates a lien against all of the surety's real estate. Until that case is decided he practically has a judgment against him on record, and even though he sells his real estate or dies, it passes to his buyer or his heirs bound by that lien.

The ordinary bail bond, however, which is the proceeding mostly used, carries no such weight. The bail merely signs it, and if for any reason he becomes liable on it, suit must be brought against him and judgment given before his real estate is subject to a lien.

If, as stated, the defendant violates the requirements at any one of the several points, the court will declare the bail forfeited and call on the surety to pay it. This is where the hardship comes in, and sometimes the hardship amounts to disaster. A case recently transpired in one of the interior counties of Pennsylvania in which a retail grocer went bail for a former clerk who was charged with larceny. The clerk and the grocer had been warm friends when they were employer and employed, the clerk suddenly found himself in a tight place, and when he appealed to the grocer to go bail for him the latter hadn't the heart to refuse.

Bail was fixed at \$1,000. The only real estate owned by the grocer was his home, in which he had a possible equity of \$2,000. This represented the savings of many years.

The clerk absconded and the grocer was called on to make good the bail. He had no defense, and though the court admitted it was a hard case, they entered judgment against him and his home was sold. The equity shrunk under forced sale, and the poor little grocer found that his kindness to his former clerk had stripped him of everything he had put away. The point I make is that any man who goes bail for another may find himself in much the same condition at any time.

I think I should say, in conclusion, that any man who has gone bail for another can rearrest the defendant at any time, with or without a reason, and turn him over to the court. In this way he gets rid of his obligation under the bail bond. The law holds that a man who goes bail is practically the defendant's jailor, and can arrest him without a warrant even if he has no better reason than wanting to get rid of his bond.

(Copyright, December, 1911, by Elton J. Buckley.)

Question: M. J. Haile & Bros., Shamokin, Pa.—On Monday of last week we sold a bottle of ketchup to a customer and when same was opened its contents flew all over the man and he claims ruined his good suit of clothes, and he now asks us to pay for same or he will enter suit. Are we liable and responsible for the damage done? The ketchup we bought from our regular jobber.

Answer.—I assume for the purpose of argument that the manufacturer of this ketchup was responsible for its fermentation and explosion. As a matter of fact, he may have been or he may not have been. If the ketchup was improperly sterilized when bottled, it is the manufacturer's fault, and any harm that it does is chargeable to him. On the contrary, however, the ketchup may have been all right when packed, but was subjected to influence and conditions after leaving the factory which caused it to explode. If this was so, the harm is chargeable to the person in whose hands it came under the influences which caused its undoing.

I merely mention this to show the difficulty of fastening a thing like this upon the proper party. Partly because of its difficulty, the law says that a person injured need not make the effort.

can bring his suit against the son who sold to him, which in this case is you. Your ignorance of the condition of the ketchup would not excuse you; in fact, practically the only defense you could make would be that the ketchup didn't spoil until after your hands, which almost certainly you couldn't prove.

So that without doubt your customer has an action against you, if his facts are clear. Offer to pay for the cleaning of his hands, which will probably be the cheapest way out of it.

For all the damages you are compelled to pay, you can come back on your jobber, but you will have a hard case to prove, for the bottle went through both the jobber's and the retailer's hands. If the bottle was spoiled and there is no evidence whatever where it went bad. Nevertheless I should make claim on the man I bought from, and let him in turn make claim on the manufacturer, if he bought from him.

NOTE.—Requests for information in this Department should be clearly set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

AMONG THE TRADE.

There is some chance that the Pennsylvania Sugar Refinery, at Ackamaxon street wharf, may start in to do business in about three months.



MAPLEINE

"The Flavor de Luxe"

Fulfills All Pledges of Quality

Delicious Flavor AND

Maintained Selling Price

Order from your jobber or Frank A. Smith Company 105 South Front Street Philadelphia, Pa.

Crescent Mfg. Co SEATTLE, WASH.



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "*Skipper*" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

D'ye Want To Buy Tea?

If you do, or when you do, decide whether you mightn't do better by buying direct of first hands instead of from a jobber. Not only are we first hands, but we sell you direct by mail, without the salesmen whose salaries you would have to pay if we used them.

If you think these two factors have no effect on the price of tea, just ask us for prices. Send us some of your regular stock, if you like, and let us match it and quote you.

DURYEE & BARWISE ROASTERS AND PACKERS TEAS AND COFFEES
89 Front Street : New York
ESTABLISHED 1897

Mr. Grocer, we have told you in our advertising about Heinz Mince Meat.

We told you that it is made of the finest fruits, meats and spices money can buy.

You are telling your customers about it—because you *know* what Heinz Quality is.

But have you ever told *yourself* about it—have you ever taken it home and let your family enjoy it, baked in a big, brown, luscious, appetizing pie?

If you haven't, Mr. Grocer, you are missing a rare treat!

Try it and find out and *then* tell your customers about it.

H. J. Heinz Company

Holiday Trade

The Grocery Store which is decorated in a seasonable fashion, which is brilliantly lighted—interior and exterior—which means *Electrically lighted*, will secure far more than the average share of the holiday trade.

Electric Decorative Lighting Outfits, used in conjunction with greens, garlands, wreaths, etc., are exceedingly effective. Make your arrangements now. Write or phone to

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.

NOTICE!

If you do not already use a



Dreyer Automatic Banana Rack

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON

2256 West 95th Street

CLEVELAND, OHIO

THE STROLLER'S COLUMN



Ouch!

New York, Nov. 28, 1911.
Editor "Grocery World and General Merchant."

Dear Sir:—As chairwoman of the Sanitary Investigating Committee of the Women's Health Society my attention has been called to a somewhat insulting article in your paper of November 27th, signed "The Stroller," in which some uninformed person discusses the work of this organization along sanitary lines. The newspapers of New York City recently announced our intention, through various committees, to endeavor to educate grocers and delicatessen dealers in keeping their stores in a more cleanly and sanitary condition, and if our efforts with a given grocer were unsuccessful, to visit the store of our organization, and its influence, upon such stores as we decided were not kept in a proper condition. Your contributor is pleased to satirize this most excellent movement for reasons which must surely not be to his credit, as I can see no sensible objection to grocery stores—where human food is sold—being kept in a healthful condition. I notice his plea that the health and sanitary laws should be enforced by men; my answer is that men do not see uncleanness like women; women have been prominent in every health crusade in the world's history. I do not think it the part of a leading trade journal, such as I am told yours is, to publish such matter about a thoroughly praiseworthy movement.

Be assured that the better class of grocers do not look at our "interference," as your contributor terms it, in the same way that he does. We have been welcomed into their stores by many grocers. Of course there is another class of grocers who resent the appearance of our committees in their stores, but they are not the worthy ones. In the latter class of stores we have seen sights which convince us beyond a question of doubt that our cause is just. In a store visited by myself yesterday on the Bronx, I saw an open box of dried fruit covered with a thick layer of germ-laden dust and dirt. The grocer was insolent when the danger of his practice was shown to him. In another store one of our district visitors actually saw a dead kitten that had been drowned in a barrel half filled with mackerel and brine. Can anything more eloquently preach the need of the constant supervision of the conditions under which the public food is sold?

I regret to be obliged to trespass in this way upon your time, but where ignorant persons who know nothing of their subject thus misrepresent such a sorely-needed reform, it behooves its friends to come to its rescue.

I am, Very faithfully yours,
MARGARET R. KEYS.

With the mean chuckle of a born pole cat, the editor mails this slap to me, and leaves me alone in the dark to answer it.

Ain't that some punch, though? Well, as I was saying, nevertheless—however—notwithstanding, and then some. Wait a minute, will you? I've got to put some witch hazel, or something, on this sting—I find it's worse than I thought.

Now, Mrs. Margaret R. Keys, listen here to your old uncle, who loves you even after what you've said about him. If you and the other females that belong to your club would be nice about this thing nobody would find fault with your going about among the stores. I'm sure I wouldn't, if you didn't come to mine. But the trouble is you won't be nice. I don't mean you, personally, but some of the women you're got going around will simply push themselves in and be disagreeable. You know that better than I do—you've worked with that kind of women, and you know that there's always a bunch of 'em in every club that goes out to tend to other people's business.

I wasn't talking through my hat—I've seen these women work. I've been in grocery stores when they came in, and I've seen 'em put their oars in in ways that made everybody simply die to poke 'em one.

I admit all of 'em ain't like that, but more are than ain't.

As to your idea of reforming a man who keeps a dirty store, believe me, there's nothing to it. You can't reform him any more than you can turn a black cat white. If he's born dirty, he'll stay dirty. You can show him the dust on his prunes forty times over—he may wipe it off while you're there, but when you go he'll forget all about it. Take this

from me—the dirty grocer don't know how to be clean, and you, Mrs. Margaret R. Keys, can't show him in a month of Sundays.

Now about the kitten. Myself, I'd rather not have my mackerel adulterated with kitten, but how was the grocer to blame for that? The poor little cat probably heard your committee was coming and drowned itself in the first thing it could find.

THE STROLLER.

THE NEW YORK LETTER

(Continued from page 12.)

freight, the cost of the sacks and the duties, send up the cost to 80 cents or so landed at the New York docks.

The importations and shipments from Western States may keep the upward movement in prices from going as high as some of the dealers have been predicting. At present the retailers must get about \$1.15 to \$1.25 a bushel in order to have any margin over wholesale prices on the best Long Island potatoes.

Recent remarks of Herman Sielcken, the "coffee king," have aroused discussion as to retailers' profits as well as some other topics. Herbert Heroy, of Trenton, N. J., resents remarks indicating that the retailers have been making excessive profits and gives his observations in one of the papers, saying:—

Having read Mr. Sielcken's speech on coffee and his reference to the retailers' profits, would say that if Mr. Sielcken had given as much attention to the retailers' profits as he has to defending his connection with the coffee market he would be of a different opinion as to the retailers' profits.

I have been connected with the retail tea and coffee business for twenty odd years, or from 1886, and can positively state that at any time during those years the consumer could buy a pound of good tea or coffee retail at a profit ranging from 3 cents to 5 cents above the cost to the retailer. Dur-

ing the greater part of these years a good sweet Brazil coffee could be bought at from 15 cents to 20 cents a pound retail, which did not show the retailer more than 5 cents a pound profit. The places were not limited, but numerous, where a consumer in any city could buy coffee at these prices, so that Mr. Sielcken's reference to the retailers' large profit and the retailers' complaint of the present high cost of coffee is not founded on fact.

It is true that a few packers and roasters of the extensively advertised brands of coffee sold Brazil coffee at a handsome profit, but this cannot be held against the roasters or packers, for the reason that it was the consumer's choice to buy this coffee and pay a fancy profit. If the consumer wished to economize and use good business judgment, he or she could have found an equally good coffee sold in any city by several retailers at a very close margin of profit. I don't think Mr. Sielcken or anybody else can find a retailer who bought a stock of coffee and within a few days put the price up, as was done in New York, 20 per cent. by the jobbers.

From personal knowledge I know that the retailers have sold their stock based on the lowest cost and were adverse to raising the price to the consumer, therefore Mr. Sielcken's attempt to put the blame on the retailer is not founded on any good principle of fact. That the advance in the cost of coffee has hurt the consumption is also a fact. People who bought coffee freely at 15, 18 and 20 cents a pound retail are not buying it today at 25 cents, and as Brazil coffee was sold at these prices it is a certainty that the consumption has fallen off equal to the reported shortage in crop, notwithstanding that warehouse deliveries may show the usual or even large withdrawals.

E. T. Bedford, the president of the Corn Products Refining Co., has resigned in the last week as a director in the Standard Oil Co. and has also resigned from the directorates of other oil companies. He is to give all of his attention to the management of the Corn Products Co., which is moving from No. 26 Broadway to a skyscraper close to the battery. No. 26 Broadway is the famous Standard Oil Building. Since the courts ordered the dissolution of the trust the various subordinate companies have been giving up their quarters. Mr. Bedford has stated that the Corn Products Co. has always been entirely independent of Standard Oil control.

It is said that the "old guard" in the big oil company are all to retire and turn over the management to younger hands.

The Corn Products Co. is to appeal from a recent decision of the Pure Food Board holding that neither cornstarch nor corn syrup are normal ingredients of mince-

(Continued on page 23)

THE GROCERY MARKETS

Tea.

The tea market remains unchanged for the week, the attention of the trade being concentrated elsewhere. There is a regular every day demand at prices that show no material change anywhere.

Coffee.

The coffee market shows no change for the week, the market for all grades of Rio and Santos is dull and nominally steady and unchanged. At the moment, however, the feeling seems a little better, as neither large nor small buyers are taking any interest in the market, and this attitude, if continued, is sure to affect prices. Mild coffees are unchanged and dull. Java and Sumatra quiet and steady.

Sugar.

The sugar market shows a further decline of 10 points for the week. From present appearances the next change will be another decline, though it may not come in a few days yet. Raw sugar is unchanged and quiet.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup in moderate demand at unchanged prices. Pure syrup unchanged and dull. Molasses steady to firm for good grades; demand light.

Butter.

The receipts of butter of all grades continue to be very light and the market is ruling firm at 1 cent per pound advance over last week. There has been a very active consumptive demand that is absorbing receipts on arrival, and the above conditions apply to all grades nearly as well as Western butter. We look for a continued active market at unchanged prices through the coming week.

Eggs.

We are having an active demand for everything in the fresh egg line and the market is firm at prices ranging about the same as last week. The quality of eggs arriving is showing some improvement and the market is a little better supplied with high grade stock. Storage eggs are also in demand and the market is likely to

remain steady at unchanged prices for some time at least. We are not likely to have any increase of any amount for about a month at least, after which we can look for lower prices.

Provisions.

There has only been a moderate demand for smoked meats. The supply is short and the market is firm at about $\frac{1}{4}$ cent per pound advance over last week. The demand for pure lard has increased to some extent and the supply is reported lower than it has been for some time. As a result we have had an advance of from $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound. Barreled pork and canned meats are only in moderate demand at unchanged prices.

Cheese.

There has been an active demand for everything in the cheese line. The market is firm on all grades at $\frac{1}{2}$ cent per pound advance over last week. The stocks are considerably lighter than they were last year and the market is in a very healthy condition at the advance. The above conditions apply to all grades.

Poultry.

The receipts of turkeys have been about normal for the season and the demand has been fully up to the supply. Stocks are well cleaned up and the market is firm at from 1 to 2 cents per pound advance over the early part of the week. The quality arriving is fully up to the Thanksgiving standard. The future price for next week depends entirely on the receipts. We do not look for any radical change. Chickens, ducks and geese are in fair supply, ranging in about the same as for the past two or three weeks.

Canned Goods.

The market on tomatoes has developed considerable strength during the past week and no first-class stock of No. 3 standards is obtainable under \$1 f. o. b. factory in a large way. No. 2s are harder to find than 3s; in fact, very few are still in packers' hands and these are being held almost without exception firmly at $82\frac{1}{2}$ cents. No. 10s are quoted

at \$3.25 to \$3.40. This is an unusual situation at this season of the year, when trading in tomatoes is generally very light and the market dull. There can be no question but what supplies are not sufficient to last until the new pack if anything like the normal quantity is consumed. Peas are almost entirely out of first hands and are in a very strong situation. Practically no change in corn; the demand is good and market firm. There has been practically no change in other lines of canned goods, all markets being fully maintained.

Dried Fruits.

The dried fruit situation is about the same as last week. The jobbers report good trading in prunes at full prices. Peaches and apricots are rather dull. There has been an active demand for raisins, as is usual at this season of the year, but no changes in the market.

Beans and Peas.

Marrow and pea beans are held at the same prices as last week, with the demand equal to expectations. California limas steady to firm at about unchanged quotations. Green and Scotch peas are still high and scarce.

Fish.

The fish market has shown no change during the week, as the demand has been for other things. Mackerel have remained strong but quiet. Cod, hake and had-dock are in fair demand at unchanged prices. Salmon unchanged and quiet. Domestic sardines unchanged and dull; imported sardines also quiet.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Holland Herring.—Owing to stormy weather, the catch has been very poor this last week. Lots of boats have come back without any fish whatever and the situation has hardened very materially. Prices of Holland herring are higher and it will now depend entirely upon the outcome of the English fisheries what prices for Holland herring will do for the balance of the season. Just at this moment they are higher. Here, of course, the mar-

ket is still unchanged. The weather has not been cold enough to stimulate the demand for Holland herring.

Scotch herring are selling just in a hand-to-mouth way. Large fulls are scarce, practically sold out abroad and very few here. Prices are unchanged, if any slightly in buyer's favor.

Norway herring are higher, especially the larger sizes, which are very scarce and will soon be out of the market.

The Sloe herring fishery has not started yet, but is expected to start at any moment.

Irish Mackerel.—Total shipments to the United States were 1,910 barrels last week, bringing the total shipments to date up to 15,579 barrels of autumn mackerel.

Imported Oil Sardines.—In France of course the fishing is over. There is nothing more to be said about it. The only thing that is to be had of French sardines are $\frac{1}{2}$ boneless, which are not in very good demand. Of $\frac{1}{4}$ s there is practically nothing to be had.

The French Sprat fishing has not started yet in earnest and they are badly needed, because sprats are getting quite scarce. In Belgium the sprat has not made its appearance as yet, but it usually comes a little later than in France, so there is still hope.

In Portugal there is no fishing at the present time of small fish, so no additions to stock can be expected in that quarter at the present time. Portuguese sardines have been selling and are selling splendidly. Prices are very firm and well-known brands well held and in very good demand.

In Norway fishing has been very poor of late; prices are very firm; demand continues very good.

STROHMEYER & ARPE Co.

New York, N. Y.

Spices.

The market is fairly active, with few changes to report. Stocks are reported small and trading is likely to be rather narrow until the first of the year.

Pepper quite steady but unchanged. European prices, however, are higher and the tendency now seems upward. Spot stocks here are reported very scarce.

Red peppers in fair demand at unchanged prices.

Cloves.—Fair demand at fluctuating prices. The market closes, however, much firmer and somewhat higher. All recent large ar-

rivals have gone into consuming channels.

Pimento (Allspice) very steady and firm. Foreign markets are higher than here.

Nutmegs slightly easier, but practically unchanged. Demand very fair.

Mace in excellent demand at stiffer prices. The supply here is extremely small and sharp advances are anticipated.

Cassias.—China grades are all higher, owing to the unsettled conditions in the Southern provinces. Batavia and Saigon practically unchanged.

Gingers very active for arrival. There has been some large trading for spring arrival, 1912.

Tapiocas.—Demand very good. Prices steady.

Seeds, Herbs, Etc.—Active market throughout the list. Celery is higher. Poppy and mustard unchanged. Sweet Herbs all in good demand at unchanged prices.

McCORMICK & Co., Inc.
Baltimore, Md.

Standard Canned Goods.

Although the holiday season is here and jobbers are more interested in such goods, tomatoes have not been overlooked, for there has been more interest shown the past week from all jobbing centres.

With few tomatoes in the hands of packers after this holiday excitement is over, some one will wake up to the fact that desirable quality will be hard to locate. We have reason to believe that when the buying starts in earnest prices are sure to advance.

Twos and tens are more noticeably scarce than 3s.

The off-grades of corn offered at low prices are being cleaned up quickly by jobbers who want to make a "leader." There is little pressure on the part of packers to sell their better grades now, for they realize the heavy future sales made, and the small carry-over will enable them to get good prices after the turn of the year. Those who will want fancy corn later will do well to purchase now.

WILLIAM SILVER & Co., Inc.
Aberdeen, Md.

THE NEW YORK LETTER

(Continued from page 18.)

meat. Other manufacturers may also appeal.

SUMMARIZED MARKET CONDITIONS.

Holders of coffee cannot find much encouragement in the present attitude of the roasters and distributors who replenish their supplies from day to day. The country continues conservative,

having an obvious lack of confidence in the speculative conditions. Prices are nominally steady. Mild grades are quiet.

In the tea market some special interest in Congous is noted and Japans and Formosas are in steady request. The general tendency of the distributors is not to anticipate requirements. Brokers say that the stocks are becoming moderate and they predict a stronger market a little later in the season.

In the rice market there is a steady and firm tone. Reports from the South indicate that rough rice will shortly be advanced. It is said that the mills have only small supplies on hand.

Conditions in the sugar market continue of a routine character. There is the usual distributing demand, but the trade in general is taking little interest. The expectation of a decline in refined sugar has not been realized and it is now said that there will be no change of importance until after the holidays. All interests are quoting 6.10 cents for standard granulated.

In the local trade there is not much interest in dried prunes, as most of the distributors are well supplied for the present. Spot prunes are easy in all sizes above 100s and there is some pressure to sell. There has been, however, a considerable export movement from this city in the last few days. Peaches are not getting much attention from the trade here. There is no demand at the moment for apricots. The upward trend of prices of California seeded raisins on the coast has not quickened the buyers here, but interior buyers are said to have been placing new business of late. Currants are quiet, but steady.

Maryland canned tomatoes have been going up. No. 3s have been selling at 95 to 97½ cents and it is predicted that in a few days they will get to the dollar basis. Some people in the trade are even talking of \$1.25 before spring. It seems that local jobbers and owners of chain stores changed from their recent attitude of indifference and have been buying heavily—speculative buying, some call it. Canned corn is slow and easy, but holders are not pushing sales so quotations are no lower. Not much is doing in peas, for buyers and sellers can-

not agree on prices as a rule. String beans are quiet and firm. Asparagus and spinach are dull.

Although the demand for canned fruits is light the prices are firm, as there is no selling pressure. The receipts of both coast and Southern fruits seem ample for the needs of the distributors in this city for some time and so there is no special interest in the market.

Spot supplies of Queen olives, except in one or two of the medium sizes, are light and there is an urgent demand from bottlers in various parts of the country.

There has been quite a lively trade in nearly all varieties of nuts, preliminary to the holiday season.

The flour market has been unsteady and the buyers continue to pursue a cautious policy, buying only for requirements. The spring wheat patents range from \$5.25 to \$5.40 in wood.

Butter has been firm, with further advances on top grades. The supply of really fancy butter is likely to be short for another week or two, anyway, as much of the supplies now arriving is frosty and has stale milk flavors. There have been some heavy arrivals of storage creamery from the West and it is said that the shipments were to meet the actual consuming demand. The specials have been bringing 37 cents; extras, 36; firsts, 33 to 34½; seconds, 30 to 31½. The finest State dairy in tubs comes at 33 to 34 cents. Held grades are about 3 cents less than the corresponding grades of fresh creamery.

Eggs have been somewhat irregular, although values have been generally sustained. The high prices seem to have lessened the demand, however, and receivers fear that even a slight increase in receipts would result in some reductions in prices, so there is a tendency to clean up receipts promptly. The strictly high-grade eggs have not been coming forward in sufficient quantities and this has kept up their prices. The Western fresh gathered extras are quoted at 41 to 43 cents; extra firsts, 37 to 39 cents; firsts, 33 to 36 cents; seconds, 28 to 32 cents; thirds, 23 to 27 cents. Refrigerator eggs of the best quality range from 22 to 23½ cents and lower grades range down to 14 cents. The nearby

white hennerly eggs go as high as 55 cents, wholesale.

FRED. A. MCGILL.

Jobbers Remind Retailers to Take Care in Marking Broken Packages.

Should Mark Them as Original Packages Are Marked. Some Suggestions as to Dried Fruit, Molasses, Benzoate and Rice. Jobbers Considering Giving a Guarantee Good Only When Retailers Are Careful to Comply With the Law.

The members of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware are taking some notice of the fact that retailers are inclined to be careless regarding the marking of goods sold from broken packages. The jobbers' association takes the position, which is correct, that the retailer does not comply with the food law unless he marks the packages which he sells exactly or substantially as the original package is marked when it comes to him. The association suggests that the retailer should mark his broken package as follows:—

Dried Fruits—"Bleached with Sulphur Dioxide."
N. O. Molasses—"Bleached with Sulphur Dioxide."
Table Syrups—"Compound."
Compound of Substitute Lard—"Lard Substitute."
Mince Meats—"Contains 1-10 of 1 Per Cent. Benzoate of Soda."
Rice—"Coated with Glucose and Talcum."

The jobbers are so anxious that their customers should fully obey the law, and thus save trouble for everybody, that some of them are considering the question whether to supply their customers with stickers printed like the above.

Another even more important suggestion is being passed about among the members of the jobbers' association, that all invoices for certain goods be stamped with a provision which will make the guarantee under the food law good only when the retailer marks his broken packages according to law, and when he uses due care in keeping or selling. The thought is being considered with particular reference to cereals, and the following is suggested as the condition to be stamped on the invoice:—

Cereals invoiced on this bill are guaranteed to be in perfect salable condition when tendered to you. We will not guarantee or redeem goods which may become weevilly or spoil while in your possession, or which may be returned to you.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Wow!

Philadelphia, Pa., Nov. 29, 1911.
the Editor.

Dear Sir:—
hence comes this longing Mr. Cohen?
This mad desire to know
here all the grocery clerks have
gone—
Where the present ones will
go?

What makes you think their
chances slim
Of getting into Heaven?
it because they sell cheese
that's "skim,"
Or flour that will not leaven?

And why should the owner who
strives to please
His patrons young and old
not get his final just release
And wear a crown of gold?

And even the driver you do not
miss,
With his smile so bright and
sunny,
Who greets the cook each morn
with a kiss,
It's Heaven for his—or it's
funny!

Who toils from early morn 'til
night,
And takes good care of the
hosses;
If you went to Heaven you'd
sure see a sight,
With the clerks, and drivers,
and bosses.

Not only a clerk, Mr. Cohen, of
Troy,
But there's lots of others as
well,
And if we don't get into
"Heaven," my boy,
We'll see you, Mr. Cohen, in

CHAS. B. MILLINGTON.

This has been squeezed out by
the inquiry of a subscriber as to
whether the editor of this paper
believed grocers, clerks and
drivers would go to Heaven.

and Substitute in New York State.
Albany, N. Y., Nov. 25, 1911.
the Editor.

Dear Sir:—Please note the fol-
lowing on page 17 of your jour-
nal, Vol. LII, bearing date of No-
vember 20, 1911, No. 21:—

To Label Compound Lard.
Homer, N. Y., Nov. 13, 1911.
To the Editor.
Dear Sir:—The merchants in this
vicinity are considerably concerned
as to how it is necessary to label
compound. A good many of us
have a stamp as follows:—

H. H. Nixon,
Homer, N. Y.
Pound
COMPOUND.
Contains Cottonseed Oil, Oleo,
Stearine, or Beef Fat.

Is this necessary or does this
fill the requirements? An answer
in your paper will be appreciated.
Yours very truly,
H. H. NIXON.

The writer assumes that what is
meant here is compound lard. If
that is so, the simple use of the
word "compound," as you have it,
is enough, without disclosing the
ingredients. The reason for that is
that the word "compound" makes
no representations whatever as to
the nature of the ingredients,
and for that reason no explanation
or modification is necessary. Of
course, it does no harm to print
the ingredients on the label if you
like. The label as you set it forth
fully satisfies the law, if the state-
ment as to the ingredients is truth-
ful.

We enclose you herewith copy
of circular letter and marked copy
of law that we have been sending
out for some time in connection
with a notification which pre-
cedes it relative to violations con-
sisting of misbranding imitations
of lard.

We deem it highly important
to call your attention to the facts
relative to the enforcement of the
pure food law with reference to
this particular commodity, as this
department has been for a num-
ber of years endeavoring to bring
about proper labeling or branding
of all imitations of lard and like
products. Statements such as ap-
pear in the issue of your publica-
tion mentioned would undoubtedly
work harm to many retail deal-
ers in imitations of lard.

Respectfully yours,
F. M. GREENE,
Chief of Food Bureau, New York
Department of Agriculture.

The chief of the New York
State Food Bureau sends a copy
of a letter which he has evidently
sent to all inquirers within New
York State regarding the proper
way to label lard, or substances
sold for the same purpose. The
salient part of this letter is as fol-
lows:—

The article you sold as "com-
pound" is held to be an imitation
of lard, and as such is deemed to
be misbranded under the first
clause of the misbranding section
of the law (marked 1). Had you
labeled, branded or tagged the ar-
ticle so as to show the character
and constituents you would then
have complied with the exception
of the law, which may be found in
the third clause of the same section

(marked 2), including the second
sub-division (marked 3).

The second sub-division reads in
part as follows: "In the case of ar-
ticles labeled, branded or tagged so
as to plainly indicate that they are
mixtures, compounds, combina-
tions, imitations or blends; provided
that the same shall be labeled,
branded or tagged so as to show
the character and constituents there-
of."

"Goodwill"

Mr. Dealer—if you were to
sell out tomorrow, at what
valuation would you place
the "Goodwill" attached to
your name and business?

The law says—"Goodwill
is the habit of the trade."

Then—what an asset to
make a part of your busi-
ness the "Goodwill" that is
associated with the various
products of the National
Biscuit Company.

The "Goodwill" associated
with Uneeda Biscuit,
Nabisco Sugar Wafers,
ZuZu, Oysterettes, Graham
Crackers, etc., will increase
"the habit of the trade"
and bring new customers
to your store. This "Good-
will" we offer you.

NATIONAL
BISCUIT
COMPANY



Something New in WHEATENA

A new packing plan—twelve packages
packed in a light carton and three of
these put in a wooden case.

Reason—to better guard the safety of
each package. As we guarantee every
package of **Wheatena** we want to know
as near as we can that each package gets
to you exactly as it leaves us.

Wheatena is made of the tender
hearts of selected wheat. It is a remark-
able repeater.

The Wheatena Co., Rahway,
N. J.

You will note that a verbal statement to the purchaser that it is a "compound," or marking the article "compound" is not sufficient. Each package delivered to the purchaser may be labeled, branded or tagged not only to plainly indicate that it is a compound, mixture, imitation or blend, as the case may be, but must show the *constituents*.

The chief also sends a marked copy of the New York State food law, in which he marks the following sections, some of which undoubtedly govern the case:—

An article of food shall be deemed to be misbranded:—

1. If it be an *imitation* of or offered for sale under the distinctive name of another article. * * * Provided that an article of food which does not contain any added poisonous or deleterious ingredients shall not be deemed to be adulterated or misbranded in the following cases:—

First.—In the case of mixtures or compounds which may be now or from time to time hereafter known as articles of food, under their own distinctive names, and not included in definition first of misbranded articles of food in this section.

Second.—In the case of articles labeled, branded or tagged so as to plainly indicate that they are mixtures, compounds, combinations, imitations or blends; provided, that the same shall be labeled, branded or tagged so as to show the character and constituents thereof.

The chief's position is that a substance sold as "compound" is an imitation of lard, and further, that inasmuch as it is an imitation it comes under the last paragraph of the above extract, beginning "Second. In the case," etc., which requires mixtures, compounds, combinations, *imitations* or blends to be labeled so as to show the character and constituents thereof." This he says means that even where the product is sold as "compound," the label must bear a statement of the constituents or ingredients.

If this is so, then the advice given by this journal to its New York correspondent last week—i. e., that a substance sold as "compound" did not need the ingredients on the label—is wrong.

The writer, who has had some experience in construing food laws, believes that Chief Greene is absolutely wrong, not in his conclusions, but in his premises. If a substance sold as "compound" is legally an imitation of lard, then the ingredients must appear upon the label. The writer denies, however, that it is under the law an imitation of lard, for while it looks like lard and is used for the same purpose, it is quite a

different product, and is sold under its own distinctive name, i. e., "compound," a name not suggesting lard at all. An exactly parallel case is oleomargarine, which resembles butter and is made for the same purpose, yet *when sold as oleomargarine* is never classed under the law as an imitation of butter.

If "compound" is not an imitation of lard it is not governed by the paragraph beginning "Second. In the case," etc., but by the paragraph immediately before it, beginning "First. In the case," etc. Under that paragraph it stands as a mixture or compound * * * *under its own distinctive name*, which does not need to disclose its ingredients upon the label.

The writer regrets that Chief Greene's letter has not changed the opinion expressed in the last issue of this journal; on the contrary, the data which he sends has settled the writer much more firmly in the conviction that the opinion was correct.

As to Short Weight in Twine.

New York, Nov. 28, 1911.

To the Editor.

Dear Sir:—Our attention is called by our good friend, "Cordage Trade Journal," to your issue of November 27th, in which is an editorial on net weight and also an article covering the subject on page 20. We are very much interested in anything that pertains to the net weight campaign and we would appreciate your sending us 25 copies of this issue of November 27th with bill and we will immediately remit for same. Depend upon it that these will be distributed through channels that we have opened up where we think the work will be progressed.

We are mailing you under separate cover copies of the two last issues of the "Cordage Trade Journal" so that you will see that we have not been asleep on net weight.

Thanking you in advance for the favor we ask, believe me to be,

Sincerely yours,

N. T. McGRANE.

President D. P. Winne Co.,
twine manufacturers.

The writer of this letter sends two copies of the "Cordage Trade Journal," of New York City, and reprints from the "Paper Trade Journal," in which it appears that there is in both of these lines a concerted campaign to have cord, rope, twine, etc., as well as paper of all sorts, including wrapping, sold by net weight, that is, with

the weight of the wrappings deducted. The copies of the "Cordage Trade Journal" sent show that dealers in twine have been accustomed to sell twine in such heavy wrappings that in one case of a 15-pound sale the wrappings weighed 1 pound, 3½ ounces and in another 12-pound sale the wrappings weighed 1 pound, 2 ounces. In both cases the wrappings were charged for at the same price as the twine. The Commissioner of Weights and Measures for the city of New York is enforcing the law against

all shortages of this kind. This journal will further discuss this subject in the near future.

To Sell Christmas Greens.

Manchester, N. C.,

November 21, 1911.

To the Editor.

Dear Sir:—Please let me know where I can sell mistletoe and holly by the barrel. Be sure and let me know by return mail.

Yours truly,

L. D. FRUTCHEY.

You had better try to sell in Baltimore, Md. Try the W. E. Jones Co., 222 South Charles St.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

This Whole Talk Is To Be About
Advertising And You're To Be
The Party Of The First Part.

You know when a man sits down to write an ad. about the good features of your store, he throws the whole responsibility of that writing on your shoulders. He goes to work and actually makes statements in "public print" that you have to carry out.

You say "why don't you make the ad. man a party of the first part."

Because he isn't.

He may be legally. He may be with your nice men who sift things down fine.

But in your case he is in the background.

You fellows are the whole thing.

He writes about courtesy.

You have to put that writing of his into practice. You simply have to be courteous. Not exactly because he says so, but because his saying so appeals to you.

If you balk he'll have to stop his courtesy writing.

He says "our store is clean."

Well, that's putting it up to you. That's making you a party of the first part all right. You can't afford to contradict a statement in black and white. Out

with the dust rag. Grab the department broom.

He writes, "Phone orders given just as careful attention as though you were on the spot yourself." Don't you see where you come in on that? He's telling what *you* do. *He* doesn't have to do it.

Gentlemen, we are forever the "follow up" end of it. If we are weak, if we show indifference to stuff that's written up about our store, we're not fit for a minute to hold our job. We have no right to hold it.

Every good thing you say about your store is an ad. Every little act of kindness you do is an ad. Every time you appear to put yourself out to accommodate some customer is an ad. You can make yourself a tremendous advertising medium.

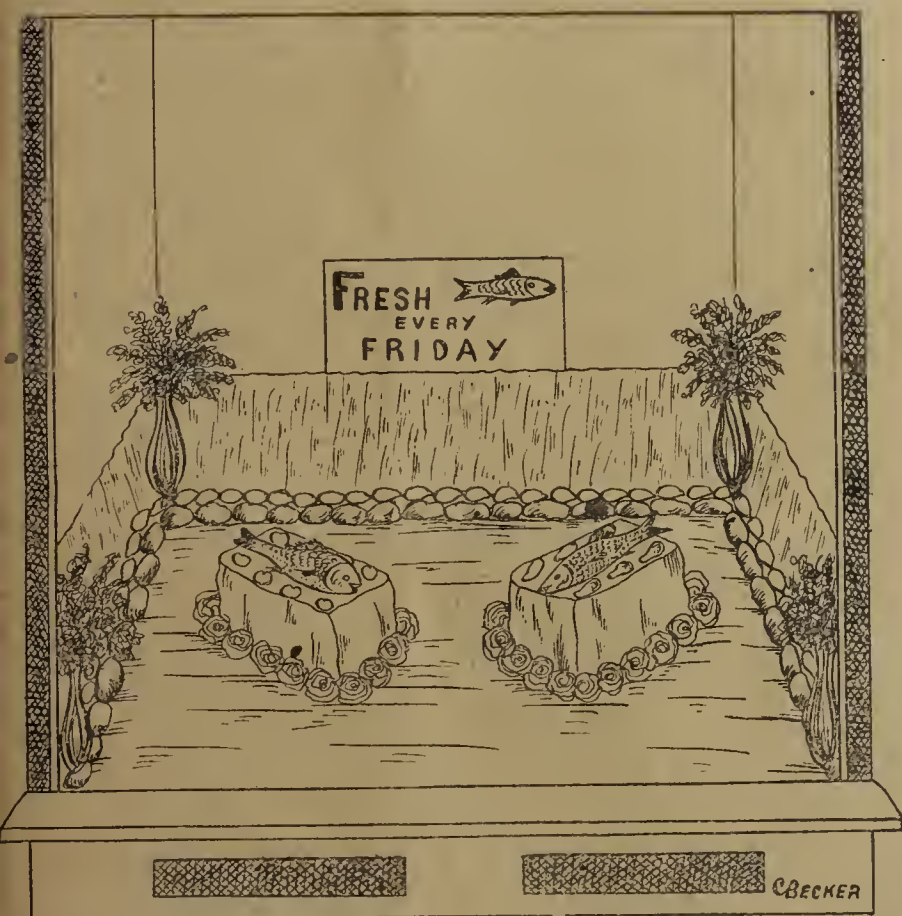
This isn't written to disparage the man that can put the right words on the paper. Few of us can do that. Few indeed can write as well as he can talk. But any man that can write interesting ads. will tell you that unless he has the backing of the boys, unless he has their co-operation, their good will and in fact unless both understand one another so as to follow up and act out his real ideas, he might as well drop his pencil and call it all off.

You can be an advertiser, sir, if you never put pen to paper.



Fresh Fish Display.

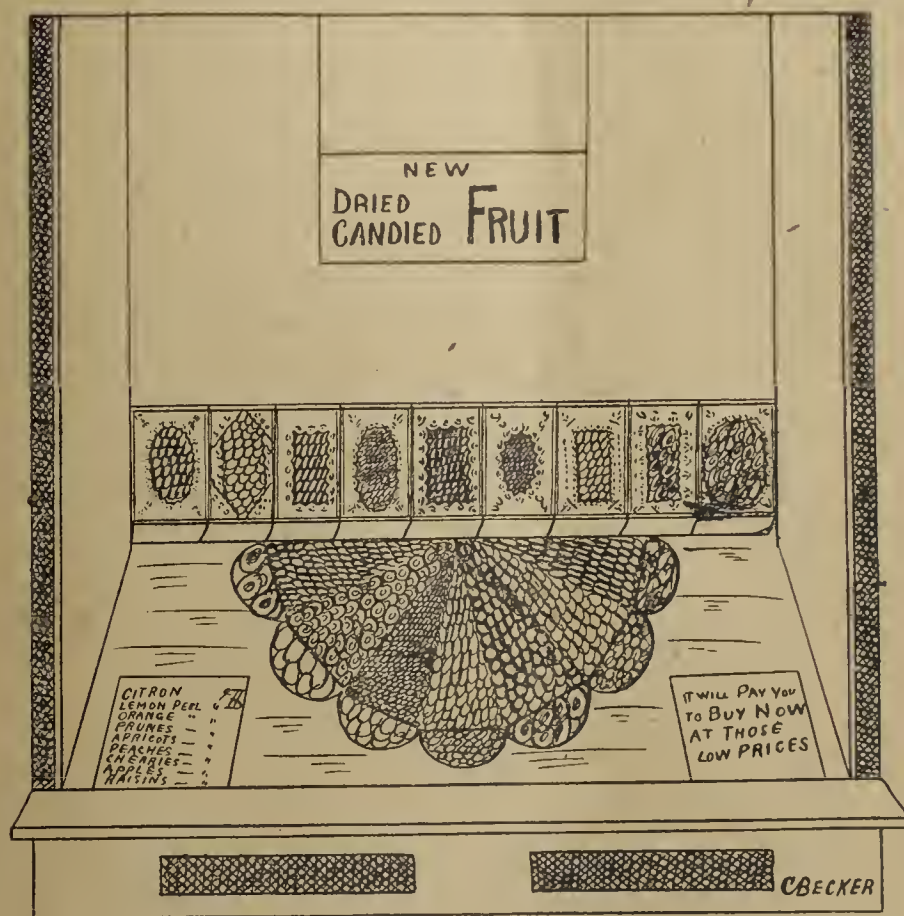
The demand for fresh fish is always greater during cold weather. Every dealer who handles it is sure to make use of a neat window suggestion to display it. To arrange, first cover the bottom of the window with green crepe paper. Use two very large pans, placing a block of ice, say about twenty-five or thirty pound block, on each pan. Use small sponges all around between the ice and the rim of the pan; they will absorb all the water and can be squeezed out as often as



necessary, thus preventing the water from running over. Place lettuce heads all around the base to cover the rim of the pan. Now place a large fish on each block of ice. If you handle oysters or clams, place one on each. Now run a width of the green crepe paper along each side, place a row of white potatoes, then a row of lemons all around and add a large stalk or bundle of celery in each corner. Now run some crepe paper across the window in the rear. Place a sign card, like in illustration.

Candied and Dried Fruit.

Now is the time to display all kinds of candied and dried fruit for holiday baking. To arrange, make a slant of boards from the rear down to the edge of the glass. The slant should be from twelve to eighteen inches in the rear. Cover the slant with some delicate shade of crepe paper. Now use firkin lids or the tops that come over peach baskets. Cut them in half and make a large semicircle of them. Then use little wood or pasteboard strips from the outer edges to the centre



on top. Fill the spaces with citron, lemon and orange peel, cherries, raisins, currants, prunes, peaches, apricots, etc. Place a nice, large sign card at each side and on the bottom paste a piece of pasteboard in the back, to make it stand up. On one have the articles and selling prices and on the other wording like in cut or similar. Along the rear place boxes of the goods, from which you can sell, if convenient, or if you haven't a large quantity on hand, you can make fake bottoms in the boxes and only use one layer of the fruit on the top of the box. Suspend a large sign card, as in cut.

Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., Nov. 7, 1911.
1,007,665. Dough molding apparatus. S. Baker, London, and J. Callow, Liverpool, England.

1,007,670. Baker's tray. E. E. Brodhead, New York, N. Y.
1,007,725. Coffee machine. C. Nelson, Brooklyn, N. Y.
1,007,732. Dough brake. I. Raskin and J. Deretchin, New York, N. Y.
1,007,767. Cooler for candy coating. J. G. Barbas, Detroit, Mich.
1,007,848. Automatic sack filling and weighing machine. E. D. Carter, Houston, Texas.

1,008,267. Percolator. J. R. Holley, Bristol, Conn.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 56,172. "Dulcinea" for wheat flour. Galban & Co., Inc., New York, N. Y.
Ser. No. 56,859. "Nismod" for candy. Hudson's, New York, N. Y.
Ser. No. 57,141. "Pathfinder" for

wheat flour. The King Milling Co., Lowell, Mich.

Ser. No. 58,666. "Nalco" for canned goods. Nalley Grocery Co., Austin, Texas.

Ser. No. 58,701. "Domino" for coffee. Importers' Coffee Co., Ltd., New Orleans, La.

Ser. No. 58,763. "Watchword" for wheat flour. Moseley & Motley Milling Co., Rochester, N. Y.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE.—International Auto Truck in use only three months. This truck is in good running order and will do the work of three single rigs, which we offer for \$400, cost new \$800. Reason for selling, changing to dry goods business. For full description write The L. A. Leathers Grocery Co., Brookville, Pa. 25

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring: W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$5,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 465 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—An old established corner, doing a good business in fresh meats, groceries and provisions. Will accept the low figure of \$2,850 from a quick buyer. Will sell the house for \$7,500. A bargain. Twelve rooms and all conveniences. Tasker St. West of Broad. W. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 23

FOR SALE.—Grocery and queensware store, established in 1852, located on the main street of a growing town of 5,000 population. Sales run from \$20,000 to \$25,000 yearly. Business is conducted on strictly cash basis. Annual profits average from \$2,000 to \$2,500. A rare chance for a live up-to-date man. Will inventory about \$3,000. can be reduced. Reason for selling and full information given on request. Call on or write Angle Brothers, Shippensburg, Pa. 25

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,000. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Twenty-five containers of Post Toastles at \$2 a case and ten containers of Quaker Corn Flakes at \$1.50. Bauer & Harrison, 620 N. Second St., Philadelphia, Pa. 25

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,100. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms, rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of a good corner grocery and provision store. Would make a good stand for fresh meats. Will sell to a quick buyer for \$725. Dwelling contains seven rooms and bath. Call cor. Twenty-third and Haget St., Philadelphia. 8

FOR SALE.—A first-class paint store, doing a good business in the northern part of Philadelphia. Fine location on a main business thoroughfare. Apply H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

BUSINESS OPPORTUNITIES.

oooooooooooooooooooooooooooo
DO YOU WANT TO SELL YOUR BUSINESS?
 We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
 In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
 If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
 Write, call or telephone
WARNER & CO.,
 927 Arch Street, Philadelphia, Pa.
 Phones: Bell, Filbert 3286.
 Keystone, Race 746.
 ooooooooooooooooooooooooooooo

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low.

About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$400 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 631.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000 catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Buil ing operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
 927 Arch Street Philadelphia, Pa.

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1f

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 1f



THIS CUSPIDOR
 in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50, plus the freight. The PETERS & REED POTTERY CO. ZANESVILLE, OHIO

No. 42 Cuspidor—6 1/2-inch

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
 Philadelphia

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
 Columbus, Ohio

Sample free, or four months' trial for 10 cents

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
 Philadelphia

Published every
Monday.

Grocery World

Circulates in every
State of the Union
and Canada.

AND

General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

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AT

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(Filbert 3286. Keystone, Race 746.
(Filbert 3287. te Exchange.

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ice of "Tea and Coffee Trade Journal,"
Suite 606-607, No. 91 Wall Street,
Telephone, 3168 Broad.

PITTSBURGH OFFICE:

825 Lewis Building.
d A. Phone, 4731-M. Bell Phone, 1804 Grant.

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ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

WILLIAM H. NAYLOR,
Manager Circulation and Prices-Current.

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Secretary Wilson Admits Newspapers Lied About Food Stored for Years

After Close Investigation Into Cold Storage Says No Food Product is Kept for Long Period. Most Out Within Ten Months. How Long Various Products Stayed In. Result of Cold Storage Has Been to Make Prices More Uniform.

The United States Secretary of Agriculture, James Wilson, admits in a report which he has sent to this journal that all of the sensational newspaper talk about food remaining in cold storage for many years is in the main wrong. He shows that barring exceptional cases, stored food is removed from storage in ten months at the outside. The Secretary contends, however, that the practice of storing food has increased the cost of living two ways.

Some vitally interesting extracts from Secretary Wilson's communication are reproduced:—

Investigations of cold storage have heretofore been directed toward the subject from the point of view of the pure-food advocate. Legislation, actual and proposed, assumes that foods are kept in cold storage in large quantities for long periods of time, so long that the qualities of the foods deteriorate. Particular instances of storage for periods longer than a year and even two years have had prominent publicity and the inference has been drawn that such long-time storage is common. The cold storage men were not believed when they asserted that the time of storage was usually not excessive. It has been charged against them, too, that they use cold storage for speculation and for squeezing consumers.

Because of lack of information with regard to the management of cold storage and in view of some current criticisms of the business, this department made an investigation in September and October of this year.

The principal months when fresh beef is placed in cold storage are September, October and November; mutton, August, September and October; butter, June, July and August, and sometimes May; eggs, April, May and June. Pork is quite well distributed throughout the year, and the prominence of winter in the receipts into cold storage is barely perceptible. Poultry is made up of diverse elements. Broilers go into storage early in the spring and roasters in the early autumn. There are besides the different varieties of poultry. November, December and January are the heaviest storage months, and sometimes October.

With regard to fish, there seems to be no regularity in the heavy months; the three heaviest months in the year beginning with March, 1909, were August, November and January, but in the following year the months were April, July and December. The kinds of fish that go into cold storage are seasonable, and the natural supply does not last throughout the year. There are also often two storages for fish. In the initial one the fish is received

fresh at the place where caught and kept a length of time determined by circumstances. This place is not usually one of consumption, so that in that event the fish is transferred frozen to cold storage at a place where it is to be consumed. In this investigation the two storages are added together in stating time of storage.

During the three heavier cold storage months of 1910-11, 47 per cent. of the fresh beef placed in cold storage during the whole year was received into the warehouses; 59.8 per cent. of the fresh mutton; 59.2 per cent. of the dressed poultry; 70 per cent. of the butter, and 79.4 per cent. of the eggs.

It is established by this investigation that 71.2 per cent. of the fresh beef received into cold storage in the year 1909-10 was delivered within three months, 28.8 per cent. of the fresh mutton, 95.2 per cent. of the fresh pork, 75.7 per cent. of the poultry, 40.2 per cent. of the butter, 14.3 per cent. of the eggs, and 35.5 per cent. of the fish.

Within four months after it was received 86 per cent. of the fresh beef was delivered, 42.7 per cent. of the fresh mutton, 96.5 per cent. of the fresh pork, 85.3 per cent. of the poultry, 53.4 per cent. of the butter, 22.6 per cent. of the eggs, and 49.5 per cent. of the fish.

The percentage of the receipts delivered in seven months is 99 for fresh beef, 99.3 per cent. for fresh mutton, 99.9 per cent. for fresh pork, 96.1 per cent. for poultry, 88.4 per cent. for butter, 75.8 per cent. for eggs and 64.9 per cent. for fish.

Lastly, let the percentages for the deliveries of ten months be stated. These are represented by 99.7 per cent. for fresh beef, 100 per cent. for fresh mutton and pork, 98.9 per cent. for poultry, 97.8 per cent. for butter, 99.9 per cent. for eggs, and 77.5 per cent. for fish.

The important observation to be made is that the receipts into cold storage are entirely or very nearly exhausted by the deliveries within ten months.

So common is the belief that large quantities of food are held in cold storage for more than a year that it is worth while to learn what fraction of the receipts of the warehouses embraced in this investigation has been in storage longer than twelve and a half months. In March, 1909, poultry was placed in some of these warehouses on September 1, 1911, twenty-nine and a half months afterwards, not any remained. All of the other commodities covered by this investigation had been delivered. The same fact applies to the commodities received twenty-eight and a half months before.

In one warehouse there was discovered some fresh mutton that had been in cold storage for twenty-seven and a half months, and this was 10.2 per cent. of the fresh mutton receipts of all reporting warehouses for May, 1909. Of the receipts of butter in that month, 0.3 of 1 per cent. remained September 1, 1911.

So, determining the percentages in a similar manner, it was found that 0.1 of 1 per cent. of the receipts of poultry for a month was still in cold storage at the end of twenty-six and a half months and 0.3 of 1 per cent. in the case of butter.

For a storage of twenty-one and a half months, fresh mutton is represented by 0.8 of 1 per cent. and poultry by 0.4 of 1 per cent. Poultry has 0.1 of 1 per cent. for nineteen and a half months, 0.2 of 1 per cent. for eighteen and a half months, 0.1 of 1 per cent. for seventeen and a half months, less than 0.05 of 1 per cent. for sixteen and a half months. For sixteen and a half months butter has 0.5 of 1 per cent. and for fifteen and a half months 3.3 per cent., while mutton for the last period has 0.5 of 1 per cent.

For fourteen and a half months in cold storage, 0.1 of 1 per cent. stands for fresh mutton, less than 0.05 of 1 per cent. for poultry, 3.5 per cent. for butter and 0.1 of 1 per cent. for fish.

Fresh beef had 0.1 of 1 per cent. still in cold storage at the end of thirteen and a half months; fresh mutton 2.2 per cent.; fresh pork, less than 0.05 of 1 per cent.; poultry, 1.3 per cent.; butter, 6.6 per cent., and fish 10.5 per cent.

At the end of twelve and a half months fresh beef had 0.5 of 1 per cent. in storage; fresh mutton, 0.6 of 1 per cent.; fresh pork, less than 0.05 of 1 per cent.; poultry, 0.2 of 1 per cent.; butter, 6.5 per cent., and fish, 13 per cent.

This statement covers all of these commodities held in cold storage longer than twelve and a half months. Warehousemen explain excessively long storages by stating that they are caused by law suits and other circumstances of an uncommercial nature.

Since the receipts and deliveries were reported by warehousemen for each month, it is easy to compute the average time of storage. The fresh beef received into storage during the year beginning with 1909, was kept there on the average for 2.3 months; the fresh mutton, 4.4 months; the fresh pork, 0.9 of one month, and the butter, 4.4 months. The poultry received during the year beginning with March, 1909, was kept on the average 2.4 months; the eggs, 5.9 months, and the fish, 6.7 months.

The average time of storage differs as between the first and the second half of the year adopted for the purposes of this investigation. The average time for fresh beef in the first half of the year is 2.6 months, in the second half 1.8 months; fresh mutton in the first half 4.8 months, in the second half 3 months; fresh pork in the first half 0.8 of 1 month, in the second half 1 month; poultry in the first half 2.6 months, in the second half 2.4 months; butter in the first half 4.5 months, in the second half 4 months; eggs in the first half 6.1 months, in the second half 1.7 months; fish in the first half 6.8 months, in the second half 6.7 months.

Before the advent of cold storage there was a relative monthly consumption of commodities, such as the foods now stored, throughout the year which was adapted to the current supply, and that supply was more or less closely related in time to the production.

Cold storage has interposed to change considerably the relative monthly consumption and to make it more even throughout the year. To illustrate with a supposition, if 1 per cent. of the total amount of eggs consumed in a whole year

were consumed in December before the days of cold storage, perhaps 3 per cent. is the figure for the present time.

There has also been a change in relative monthly prices, due to cold storage. In the case of eggs the relative price has increased in the season of natural plenty and diminished in the period of natural scarcity.

The results are that in the cases of both butter and eggs the annual price level has been raised by cold storage, for a reason apart from the costs.

In two ways, then, cold storage has raised the cost of living.

This business of storing foods has grown to such proportions that consumers have a rightful concern with its management for economic as well as sanitary reasons. From the returns made to this department by the cold storage warehousemen, it is inferable that the fresh beef, fresh mutton, fresh pork, poultry, butter, eggs and fish received into cold storage in a year amounts to a weight of at least 1,000,000,000 pounds, and very likely to a quarter of a billion more.

The eggs received into storage in a year are approximately 13½ per cent. of the farm production; the fresh beef is over 3 per cent. of the census commercial slaughter of cattle; mutton over 4 per cent. of that slaughter of sheep and lambs; fresh pork 11½ per cent. of that slaughter of hogs, and butter 25 per cent. of the creamery production.

This is no indictment of the men who keep foods in cold storage, except in so far as they sometimes speculate, nor need they be indicted for offenses in order that the public economic interest in their business may be made to appear. The foregoing matter, it may be supposed, establishes that. The man who places food in cold storage is somewhat in the situation of the man who forestalls the market. He may not attempt to do so, but the power may be a temptation.

The affairs of such a business as this should have publicity. The public ought to know how much goods are in storage from month to month and what the movements of receipts and deliveries are.

The food warehousemen should be required to send to Washington monthly reports containing the desired information. Here these reports could be promptly aggregated and the results could be given to the public on a previously announced day of the month, somewhat as the crop reports are.

Florida cucumbers are scarce and the price is \$3 to \$5 per crate. Hothouse cues. No. 2s, bring \$4 to \$5; medium, \$5 to \$6, and fancy, \$7 to \$9. Cucumbers are in light demand.

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Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



THE GROCER who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain—it's built to remember facts—not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale—stops leaks and checks losses.

A store using a National Cash Register is run on system—it's bound to yield profit to its owner.

Over One Million have been sold

Write for Booklet

**"Get a
Receipt"**

**The National Cash Register Company
Dayton, Ohio**

**"Get a
Receipt"**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Manufacturers Say They Can't Help Mail Order Houses Getting and Cutting Their Goods

Tell National Trade Relations Committee They Are Helpless.

Strong Talk from Committee Chairman. Secretary Green Fights Parcels Post at Washington and Sends Taft, With President Lux, Letter Opposing It.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

December 4, 1911.

In response to the letters recently sent by the Trade Relations Committee to various manufacturers whose goods are advertised at cut prices in the mail-order catalogues, Chairman C. E. Beinert reports that he has received answers to practically all. Mr. Beinert's own summary of the replies is as follows:—

The Trade Relations Committee has received replies to most of the letters sent to manufacturers.

It is remarkable how unanimously helpless these manufacturers are. Several hundred manufacturers must tamely submit to let three or four mail order houses demoralize their business.

Five hundred thousand retailers can do nothing to prevent their business from being ruined, must submit to have their characters assassinated, their reputations undermined by business methods that are lacking even in the rudiments of common honesty.

They assure us that their heartfelt sympathy is with us. Is that not rubbing it in good and strong? We do not in the least share their pessimistic views of the situation.

We had hoped the manufacturers would see the light, and would initiate corrective methods and let us retailers co-operate with them, to carry out their plans.

The law of self-preservation is uppermost in all human minds. The great business on Nationally advertised products was built up by and through the retailers; the retailers welcomed the package goods as a convenience, they considered the advertising done by manufacturers as a great selling help, but they did not dream that after the trade was built up that the manufacturers would use their greatness to force the retailers to handle their goods at less than a living margin and to perpetrate a system that forces them to handle them without any margin at all.

Manufacturers should consider that it takes much more time and labor to rear a building than to tear it down.

The same forces that built up this great business can destroy it. The retailers can start and carry to a successful conclusion a back to bulk goods campaign.

They can build up a business or private brands, or jobbers' brands. It is the retailer's guarantee that builds and holds trade.

Let us hope this fight will not be forced on the retailers.

At the recent convention of the American Specialty Manufacturer-

ers' Association, held in New York, President Lux and myself brought to the attention of the manufacturers in attendance the position the retailer of the United States was placed in by the advertising of all staple commodities at cost by a few concerns who were using this means of demoralizing the trade of the retail grocers.

While they listened attentively to the address of President Lux, so far there has nothing been done to help the situation. It looks as though it was going to be put up to the retailer himself to declare against this kind of business lawlessness and to take as it were "the bull by the horns" and show that we are not as commonly supposed a conglomerate mass, but an organized body who can and will assert their rights and defend their position.

The Committee on Trade Relations will do everything in its power to bring about a peaceable solution of this perplexing problem, but if there is no help for us through friendly solicitation then we must act in such a manner as will leave no doubt in the minds of those firms who are allowing their goods to be thus used; that the retailer will no longer tolerate the situation but take such means as he may deem best to relieve himself. There is no need of any radical movement. Relief can be found in a friendly co-operative movement and we sincerely hope that these methods will prevail.

On Wednesday morning, November 29th, I received a telegram from Hon. Jonathan Bourne, Jr., United States Senator, chairman of Public Expenditures Committee, asking that I appear before the committee to cite our opinion in regard to further extension of the parcel carrying system by the Government. Arrived in Washington and went to the secretary's office of the grocers' association. Both the president, Mr. F. A. Dodge and Mr. Patrick, the secretary, accompanied me to the hearing. Promptly at eleven I was sworn and proceeded with our contention, submitting such information and manuscript which I had gathered, both in this country and Europe. Particularly was the foreign information in regard to wages of foreign post-office employees, their hours of labor, the number of packages, the kind and size, the cost of shipment and the effect on the smaller villages, etc. I contended at the hearing, as I shall always contend, that the Government has no constitutional right to enter into the transportation of merchandise, and parcels carrying is merchandise transportation.

The difference in the population, England having 500 to the square mile, and the United States having, according to the last census, only 30 to the square mile. The average haul in England being 41 miles, the average haul in this country being nearly 1,000 miles. I contended also that the establishment of this system would depopulate the rural sections and would not benefit the people whom it was intended to benefit. I asked that the general merchant be no longer considered as a beneficiary in this legislation. That he had always to my knowledge petitioned against any increased parcels carrying by the Government and as long as he did not want it they should not force him to have it against his will. The impression seemed to be with the promoters that inasmuch as the rural carriers were not carrying the capacity of their load that some means should be found to provide that load and parcels post would do it. The hearing ended at 2.15, having been in continuous session for three hours and fifteen minutes, and myself on the stand the entire time.

The officers of the National Association have addressed the following letter on the same subject to President Taft:—

To the Hon. William Howard Taft, President of the United States.

Dear Mr. President:—We notice by reports of the public press that it is your intention to recommend to Congress the passage of parcels post legislation.

Nearly all mercantile organizations of the United States have from time to time, after considering the question, passed resolutions against parcels post legislation.

We would respectfully ask that in lieu of recommending any legislation at this time that you would appoint a commission to inquire into the feasibility of such legislation and its effect on the country at large.

We are willing to stand by the report of such a commission, feeling sure that when the matter is given such consideration that the country will be rightly informed on a question of the greatest moment.

We conscientiously believe such legislation will not be beneficial, not even to those whom it is intended to benefit.

In behalf of the association whose representatives we are, we earnestly solicit and appeal to you to consider the request of so great a factor in the commercial circles of the United States.

JOHN W. LUX,

President

JOHN A. GREEN,

Secretary.

The National Association of Retail Grocers of the United States.

JOHN A. GREEN,

Secretary National Retail Grocers' Association.

New Food Show Plan With Two Innovations.

Company Will Give Week's Show in Outlying Residence Sections of Cities. Instead of in Central Hall, Moving from One Section to Another Over Night. No Manufacturer Can Exhibit Who Has Not Been Approved by Special Food Agent Cassidy.

There is a new idea coming forward in food expositions—portable food show that will not show in large city centres, like a food show usually does, but will hold forth in the well-populated outlying sections, and move from one to the other over night. To develop this idea the "Pure Food Exhibition Co." has been organized, with headquarters at Broad and Arch streets, Philadelphia. Alfred A. Faxon is president and George W. Schultz general manager.

The new company expects to launch its plan at American Hall, at Thirty-ninth and Market streets, West Philadelphia, on February 6, 1912, the show lasting until February 10th. From there the enterprise will remove to Kensington, opening at the Columbia Gesang Verein, Second and Norris streets, showing there from February 13th to 17th. The plan is to go to other sections immediately after.

Another novel feature is the fact that no manufacturer will be

lowed to sign a contract for poor space until his name and brands have been approved by H. Cassidy, the Philadelphia agent of the State Dairy and Food department. It is said that several contracts have already been

refused because Mr. Cassidy refused to approve them. The usual food show features will be provided, and the admission to the public will be 15 cents before 6 o'clock and 25 cents after.

The Inside of the Two Cent Sugar Scheme

The "Assortments" Which the Newest Mail Order Grocery Concern Sells at Five and Ten Dollars. Both Include Sugar at Two Cents Per Pound and Cuts on Other Equally Well-known Things. Dazzling Premiums for New Orders.

The "Grocery World and General Merchant" mentioned in its last issue two small mail-order schemes that had just come to light in the classified columns of the Eastern daily papers. One was operated by the "Spring Mount Grocery Co.," of Spring Mount, Pa., whose name, incidentally, does not appear in any of the available directories of Spring Mount. This scheme the "Grocery World and General Merchant" has investigated to some extent during the past week, but finds nothing very startling or very new about it. The "Spring Mount Grocery Co." is advertising two "assortments" of groceries, one at \$5 and the other at \$10, in both of which sugar is priced at 2 cents per pound. The two assortments appear below:—

For \$5.		
	Reg. Price.	Our Price.
10 lbs. granulated sugar	.70	.20
2 lbs. best coffee	.80	.70
1/4 lb. mixed tea	.25	.20
2 lbs. fancy rice	.24	.20
2 lbs. round head rice	.20	.16
1 pkg. Kellogg's corn flakes	.10	.08
2 cans sweet peas	.36	.30
2 cans early June peas	.30	.25
2 cans "As You Like It" corn	.36	.30
2 cans fancy crushed corn	.30	.25
1 lb. dried lima beans	.12	.10
1 lb. dried soup beans	.12	.08
3 lbs. laundry starch	.30	.25
3 lbs. washing soda	.15	.10
1 bar Fels' naptha soap	.05	.03
1 bar Ivory soap	.05	.03
1/4 lb. black pepper	.10	.07
1 box 14 oz. baking powder, "Pride of Spring Mount"	.60	.40
1 bottle vanilla, pure	.15	.10
1 can U. S. baked beans	.15	.12
1 box Lowney's cocoa	.30	.25
1/2 lb. cake Walter Baker's chocolate	.25	.22
1 can "Eagle Brand" condensed milk	.18	.15
2 bars Castile soap	.50	.25
1/4 lb. ground cinnamon	.10	.07
10 nutmegs	.10	.07
1/4 lb. ground allspice	.10	.07
Regular price	\$6.93	\$5.00
Your gain	1.93	

For \$10.		
	Reg. Price.	Our Price.
25 lbs. granulated sugar	\$1.70	\$0.50
5 lbs. Java blend coffee	2.00	1.75
1/2 lb. mixed tea	.40	.30
12 bars Swift laundry soap	.60	.50
12 bars Swift borax soap	.60	.50
12 bars Swift wool soap	.60	.50
5 lbs. fancy head rice	.60	.50
1 box Royal baking powder	.10	.09
2 pkgs. Kellogg's corn flakes	.20	.16
5 lbs. round head rice	.50	.40
6 cans sweet peas	1.08	.90
6 cans early June peas	.90	.70
5 cans marrowfat peas	.72	.50
6 cans Paris corn	1.08	.90
6 cans "As You Like It"	.90	.70
6 cans crushed clean	.72	.50
1 bottle vanilla extract, pure	.10	.09
1 lb. lima beans, dried	.12	.09
3 lbs. best laundry starch	.30	.20
4 lbs. washing soda	.20	.05
1 bar Fel's naptha soap	\$.55	.02
1 bar Fel's naptha soap	.05	.03
1 bar Ivory soap	.05	.04
1 bar Rising Sun stove polish	.10	.05
1 box Lowney's cocoa	.10	.05
Regular price	\$14.72	\$10.00
Your gain	4.72	

In addition to this enormous saving in the \$10 assortment, there is given, as an extra premium to those selling a \$10 order to their friends, a "regular size men's open face stem wind watch," which may or may not be a 59-cent Ingersoll. Those inducing friends to buy a \$5 order get 50 cents of groceries free. The concern offers to pay freight charges to any station, and accept only cash with order. Of course the whole scheme is as transparent as anything can be. The proprietary articles or staples whose prices are well known, such as sugar, Ivory soap, and so on, are cut, while the other things like tea, canned goods and spices are inflated to the limit. Any retail grocer who will trouble himself to figure up the profit on these assortments will find it extremely satisfactory.



You can make more money, please your customers better, and have a bigger trade on

MACARONI :: SPAGHETTI PASTELS and NOODLES

IF YOU SELL

Freihofers

CLEAN, AMERICAN MADE

You'll not only make a BIGGER PROFIT on our goods but they are fresher, finer flavored, purer than imported and that gives you an advantage because it makes sales EASIER.

The Freihofer VIENNA BAKING CO. Philadelphia, Pa.



WITH THE EDITOR

Mr. George B. Wason, president of the National Wholesale Grocers' Association, said some things before the recent meeting of the American Specialty Manufacturers' Association which are entitled to particular consideration. The following is taken from a verbatim report of his speech:—

The Jobber's Right to Exist.

The wholesale grocers of this country are not the middlemen, as we have been called, but are the bankers or the clearing houses through which the goods of the manufacturers are shipped as soon as packed and the money advanced on them. Were it not for all of these clearing houses over the country, which takes the goods, pays for them and store them until wanted by the consumer, many of these fruits which have to be packed in their season and kept for months before they are wanted and then let out to the consuming public as they are needed for consumption. Were it not for us, who would advance the money for the raw material and pay for the labor, both of which are cash items?

Were it not for us this money would have to be advanced by large combinations of capital; then, in case of a short crop, as there was this year in some of our lines, the few men who controlled the product would put on any price they desired and the consuming public would have to pay tribute to the money barons of the country.

On the other hand, we sell and trust the small merchant who could not exist without our financial aid; thus making competition, and thereby keeping the prices within reach of the poor man.

With much of this this journal entirely agrees. In certain sections of the country the grocery business could not possibly be conducted as now without the jobber. But two of the reasons given above for the jobber's right to live are not at all conclusive in the writer's view. If Mr. Wason's remarks are correctly interpreted he pleads for the jobber because he buys certain goods for future delivery and stores them until needed. It would probably be much better if the jobber didn't do this. The sale of canned peas in November that aren't to be packed until the following June, and not then unless they grow and are good enough, is wrong and sooner or later it is going to be stopped.

Mr. Wason's second inconclusive plea is that the credit extended by jobbers keeps alive

small merchants who would die without it. If the jobber does this his presence is a menace rather than a help. No person who cannot support himself has any real right to life. If a retail grocer cannot do business enough where he is to make a living independent of the jobber's help, or can't make his collections promptly enough to pay his own bills, he should retire, for he is proving himself an excrescence in either of two ways: because there is no room in his territory, or because he is not fitted to succeed. It is a crime to keep artificial life in merchants of that class, and the jobber is damning himself when he boasts of it.

In a recent issue a contributor to this journal discussed the campaign of oleomargarine advertising which Swift & Co. were conducting in the higher grade magazines like "Scribner's" and the "Outlook." His opinion of the plan was expressed in the following language:—

Preferring Oleomargarine to Butter.

Advertising oleomargarine to the class of people that read the "Outlook" is a nifty piece of business, it appears to me, for I cannot conceive that any considerable percentage of them can be induced to eat it. Not because they may not be convinced that oleomargarine is fully as honest and reputable a product as the manufacturers claim it is, but because they have no need of a substitute when they can afford to buy the genuine. In my judgment, oleomargarine will never have any place among human foods except as a substitute for butter. A product which will do all that butter will do, and which costs less money. It has no advantages over butter, and therefore has no grounds to make a separate place for itself, except the one point of price. That being so, what appeal has oleomargarine to the person who can afford to buy butter?

The "National Provisioner," of New York, which in considerable of a way represents the oleomargarine interests, disagrees with this reasoning. Its views follow:

What appeal has oleomargarine to the person who can afford to buy butter? As a matter of fact, it is "people with money and brains" who are reading up on food questions these days, and who are among the first to recognize that instead of having "no advantages over butter except in the one point of price," oleomargarine has com-

parative merits which entirely outweigh the price question. A wholesome, cleanly, sanitary, Government-inspected product must be preferred in these days of food fads and germ theories to a raw, non-inspected, disease carrying product such as butter may be.

What are those "comparative merits" which would give oleomargarine a preference over butter with people who can afford butter? Is it flavor, or color, or greater wholesomeness? We have many times heard people claim oleomargarine to be the equal of butter in these respects, but never yet have we heard anybody claim it to be superior. Unless it can reasonably be claimed superior, what would a preference rest on? Except, as previously suggested, on the one point of price, which would not count with people able to pay any price.

Secretary Green, of the National Retail Grocers' Association, made no impression on the Post Office and Post Roads Com-

The Approach of Parcels Post.

mittee when he appeared before it last week in opposition to parcels post. He tells of his experience in another column—he evidently feels that he made an impression, but he didn't, not because he failed to present the case properly, but because nobody speaking against parcels post would have made any impression. The Government has determined to open the mails to packages at low rates, and it will almost certainly succeed in doing it within a year.

The chairman of the Senate Committee clearly reveals what impression the opponents of parcels post made by their arguments, when after listening to them politely he announces that he will introduce a parcels post bill in the near future. It will allow packages up to 11 pounds in weight to be mailed, instead of placing the limit at 4 pounds as now. The rate will be 10 cents for the first pound and 4 cents for each additional pound, so that an 11-pound package can be sent all the way from Philadelphia to San

Francisco for 50 cents! Naturally this opens the entire country to anybody who can ship goods by mail. The New York or Philadelphia grocer can now compete for the rural trade of California with the San Francisco or Los Angeles grocer, for the latter can get no lower mail rate, and if he ships by express the cost will probably be more than 50 cents. Parcels post will without doubt open up vast possibilities to the larger concerns in all lines, to which it will give the entree to sections which are effectually closed to them now as if they were surrounded by a blank wall a mile high.

Yes, indeed, parcels post will be an enormous boon to the large houses who have facilities for looking after it. But what about the small merchant, whose little field parcels post will throw wide open to any outsider who wants to ride in on the mails?

That is an interesting campaign in New York just now against the sale of twine

The Net Weight Twine Campaign.

by gross weight. The effort is to prevent the sale of 100 pounds of twine, of a package containing 90 pounds of twine and 10 pounds of wrappings, the whole being charged for as twine.

So far as this is directed against transactions in which the buyer believes he is getting full 100 pounds, it is absolutely justified from every standpoint. Many a merchant has shortsightedly fixed his cost on the gross instead of the net weight, making a difference, as in one case cited in another column, of nearly 4 cents a pound. Clearly, this might make all the difference between profit and loss.

Of course no law can interfere with such a transaction where the buyer knew perfectly that he was getting only the net amount of twine, but intentionally paid the excess as reasonable cost of the wrappings. Any two men have the right to make such a contract, if they act

in their eyes wide open. As-
suredly it cost the manufac-
turer money to wrap and rewrap
a bale of twine, and if he cannot
be paid in one way he must in
another. For instance, in a case
reported elsewhere a man who
thought, as he supposed, 168
pounds of twine at 30 cents a
pound found, or others found for
him, that he actually bought 150
pounds at 33.60 cents per pound.
The man thought that the buyer was de-
ceived, and that therefore the
practice must cease as to him.
The manufacturer will merely
charge him for net weight in the
future and raise his price to take
care of the wrappings. In the
future there will in most cases be no
loss, although there will be an
immense gain, perhaps, viz., the
sacrificing of business on a plane
of absolute honesty where every-
body knows what he gets and
what he pays.

any Florida salad is wanted,
it is scarce. The price ranges
from \$3.50 to \$4 for the best, but
the bulk of the stock on the mar-
ket is poorer and brings only \$2
per 100.

Difference of Over Three Cents Per Pound Between Net and Gross Weight of Twine

**More About the New York Campaign to Have Twine Sold Net
Instead of Gross. Short Weight Sales Made to Inspectors.
An Examiner Found 18 Pounds of Wrappings in 168 Pounds
of Twine, Raising the Cost Over Three Cents Per Pound.**

Every grocer and general store-
keeper who buys or sells twine or
wrapping cord will be interested
and more or less affected by the
campaign at present proceeding
in New York City to compel the
sale of twine and similar products
by net weight; in other words,
with the weight of the wrappings
not included. The campaign is
important because many of the
large manufacturers and dealers
in these goods are located in New
York City, and what they do for
their local trade they will do for
their trade everywhere.

This subject was referred to in
the correspondence columns last
week. There is in New York a
law requiring all manner of mer-
chandise to be sold by honest
weights, and the New York City

Bureau of Weights and Measures
is enforcing this against sellers of
twine who charge for the wrap-
pings at the full rate. Inspectors
of the Bureau recently made a
number of visits among New
York wholesale dealers in twine,
and have filed with the chief of
the Bureau the following sum-
mary of the short weights which
they discovered:—

Jones & Skinner. John Foery,
man in charge. "Offering and de-
livering for sale 12 pounds of
twine, which upon testing weighed
only 11½ pounds, together with the
wrappings. Shortage, one-half
pound, plus wrappings, which were
8 ounces. Total shortage, one
pound."

Travers Twines and Cordage Co.
George O'Hare, man in charge.
"Offering and delivering for sale
15 pounds of twine, which upon
testing weighed only 14¾ pounds,
including wrappings. The weight
of the wrappings was 10 ounces,

making a total shortage of 14
ounces."

Henry C. Kelley Co. T. A. Pierce,
Jr., man in charge. "Selling a quan-
tity of twine for 16 pounds, which
actually weighed 15 pounds, 8½
ounces, being 7½ ounces short."

James Thompson & Co. Thomas
P. Curran, man in charge. "Selling
a quantity of twine for 20 pounds,
which actually weighed 19 pounds,
3 ounces, being 13 ounces short."

Fulton Bag and Cotton Mill. H.
G. Werner, man in charge. "In-
sufficient tare allowed for reel of
twine. Billed at 63½ pounds net.
Upon test, found only 62½ pounds;
shortage one pound."

The D. P. Winne Co., New
York dealers in twine, who have
been leading the fight for sale by
net weight, recently examined
and figured up a bale of ordinary
twine, which was sold as contain-
ing 168 pounds at 30 cents per
pound. The bale contained 56 3-
pound packages, of which 14
pounds proved to be paper, 3½
pounds burlap, and ½ pound
rope. In other words, the man
who thought he was getting 168
pounds of twine here, at 30 cents
per pound, actually got only 150
pounds, and his cost was 33.60
cents per pound.

Florida squash are cheap at
\$1.50 to \$2 per crate. The de-
mand is fair.

TWO PROFITS INSTEAD OF ONE

—that's precisely what you get when you sell Dandelion Brand Butter Color. Your first
profit comes from your buttermaking customer. Your second profit lies in the selling of
his butter.

So, aside from its superiority as a Butter Color, Dandelion Brand is a bully good
business proposition.

As for its quality: it gives the richest of golden shades. And it is this shade that
sells butter.

Dandelion Brand never turns rancid or sour. Nor does it affect the taste, odor or
keeping qualities of butter—not in the slightest degree.

If you care for your customers' interests, and for your own added profits, you'll
order Dandelion Brand Butter Color to-day.

DANDELION BRAND

THE BRAND WITH



BUTTER COLOR

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted
under all food laws—State and National.

WELLS & RICHARDSON CO., Burlington, Vt.

Manufacturers of Dandelion Brand Butter Color

The New York Letter

The Colored Tea Difficulty. Arbuckle Takes Peculiar Means of Getting Right Hand Men. Consumers' Co-operative Buying Clubs. The Bronx Food Show. Department Stores Delivery Costs. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, December 7, 1911.

Press despatches have said that the New York tea importers failed in their efforts to get favorable action on the part of the Washington authorities for the microscopic and other stringent tests that were proposed. However, the committee which went to Washington takes some consolation from the fact that the authorities granted one or two minor concessions which will make the examinations a little more rigid, and anyway the tests are to be uniformly applied at all ports so there is an end to the uncertainty that in itself was bad for business.

A few biting communications on the tea question have been passing. John J. Barnicle in replying to Western men says that their attitude is purely selfish.

Before the Federal food law was enacted, Mr. Barnicle writes, everybody in the trade knew that tea was artificially colored and doctored, but nobody felt any responsibility for the evil since each dealer felt that he had not created it and each took things as they were and as they had been for many years.

When the food law came the public had been awakened to evils of many kinds. Then, says Mr. Barnicle, the Eastern tea importers saw a new light as a result of various exposures in other lines and accepted the new standards for tea in good faith. Their buyers accepted nothing from the first or second pickings of China green because these pickings did not come up to the requirements. The Western importers, on the contrary, he says, bought heavily of the second picking and thus took a long chance in the hope that, by hook or crook, they could get the tea into this country. The rulings of the authorities, unconsciously on their part, made the Western men winners.

Now the Western men claim that they acted in charity toward the Chinese growers and shippers, says Mr. Barnicle, and he sarcastically suggests that the missionary societies take note of this lovely spirit and call on these Western tea importers for good-sized donations to the various missions.

The following statement was made by the committee representing the Eastern importers:—

The committee of the tea trade of New York, accompanied by their counsel, Lloyd C. Griscom, conferred with the Secretary of the Treasury at Washington on Monday of this week. As a result of this conference and the continued efforts of the committee the Treasury Department has issued an order making obligatory, as a part of the chemical formula prescribed by the Department for the detection of artificial coloring and facing matter in teas, the use by the examiners of 100 grams of tea instead of from 50 to 100 grams as heretofore. The committee has felt that the use of from 50 to 100 grams of tea—optional as it has been on the part of the examiners—has been largely responsible for the great variation in the results of such examinations. Furthermore the order also insists that the use of the formula be rigidly enforced by the collectors at the various ports of entry. The Department and the committee feel that the above order will tend to a more uniform and satisfactory enforcement of the tea law.

Wednesday evening there was a pleasant social affair in the West Side wholesale district, when a dinner was given to E. M. Johnston, the senior member of Johnston, North & Co., who announced a few days before that he will retire from active participation in the business January 1st. The firm has long been active in canned goods and dried fruit. Mr. North founded the firm a quarter of a century ago and he has been in the business for 33 years. The dinner was given in the Arkwright Club by the jolly members of a social club known as the Knockers' Club. Sig. Seeman, the president, presided at the banquet. A number of men prominent in the trade were present and extended felicitations and best wishes to Mr. Johnston.

The business will be continued by the remaining partners, A. Lincoln North and George S. Dalzell, under the name of North & Dalzell.

A mysterious advertisement appeared Sunday in the Brooklyn papers in which John Arbuckle, the coffee and sugar merchant and philanthropist, advertised for competent assistants so as to enable him to give more of his time to various philanthropic works. He set forth how several of his assistants in the past had prospered and grown wealthy.

Mr. Arbuckle is now on his way back from Europe. William A. Jamison, his nephew, who is the active head of Arbuckle Bros., had no information as to the placing of the advertisement in the papers.

The tone of the advertisement created some amusement, as it seemed to intimate that it was hard to get competent assistants. Usually, too, a millionaire employer does not feel called upon to tell of the success of his old employees in order to coax new men to enter his service—and with papers full of advertisements of men looking for work. The advertisement said, the first paragraph being in display type:—

One million dollars and over when he retired; came on salary \$700 a year. Three thousand dollars salary when he came; retired with several millions. Three dollars per week when he came; has large amount now to his credit.

I can make others rich if I can find the right kind of men. I want several men who have already shown ability to relive me in a very large measure so that I can give more attention to my Deep Sea Hotel and my Colony for Cripples and Old People and to start another colony out West.

Ten thousand dollars salary for my first assistant per year, \$5,000 salary for my second assistant per year, \$2,500 salary for my third assistant per year.

Men from wholesale grocery houses or mail order houses like Sears, Roebuck & Co., or Montgomery Ward preferred. Answer only by letter marked "personal," which will be kept strictly confidential. John Arbuckle, Arbuckle Brothers, New York.

Grocers will hardly expect any changes of consequence to them from the revolutionary changes going on in the Standard Oil Co. This week the resignations were announced of John D. Rockefeller as president and of other Rockefellers and members of the "old guard" from various offices in the company. The new president, J.

D. Archbald, and the other new officers have been the men actually in charge of the active work of conducting the business for some time. All are old men.

There does not seem to be any reason for expecting cheaper or any material differences in methods of distribution.

Jobbers have received notice of the new cash discount plan of the Shredded Wheat Co., which now gives 2 per cent. discount when remittance is made within 10 days from the date of invoice and computes the 2 per cent. on the gross or selling price of the jobbers.

One of the jobbers said that this is the proper way of computing the discount for the same reasons given by those who hold that a merchant should always compute his profits on the basis of his selling and not his buying price. Others said that there was no analogy, but anyway the company's concession is highly satisfactory to the jobbers.

Another of the Sunday papers had an article this week on "Market Clubs and Co-operative Buying" and gave a lot of what were supposed to be helpful hints as to forming and conducting such clubs.

Evidently there is a "run" on these articles and it will not end until all of the papers and magazines have had their whack at the subject. Such articles, of course, must inspire quite a lot of people to try to do things along the line suggested, and the retail grocer should not be surprised if one or two customers divert some of their trade elsewhere for a short time.

In the article of last Sunday a club of eight families was described. The members, according to the story, have learned from experience and otherwise how to get the advantages of low prices in the wholesale markets and thus evade the profits of the retail grocer, especially on various so-called staples.

Grocers who have a champagne trade will be interested in the announcement sent out by some of the French houses of advances in prices, effective January 1st. It

claimed that the vintage this year has been remarkably small and follows small and poor vintages for several years. But fortunately, the shippers are glad to add, this year's vintage, although small in quantity, is of the best quality. So the shippers had to pay enormous prices to the growers and some of this expense must now be met by the buyers and consumers.

The Bronx Food Show, conducted by the retailers' association of that borough, awakened a lot of public attention in that part of the city and is said to have been one of the most successful food shows ever held here. One of the features that made a hit was the collection of moving pictures showing Niagara Falls and the "Home of Shredded Wheat." The exhibitors included:—

The Hecker-Jones-Jewell Co.,arnation Milk, Kirkman & Son,an Praag's Peanut Butter,Walter Baker & Co., Grady Mfg. Co., Wayne Co. Produce Co.,e Kellogg Co., Borden's Condensed Milk Co., Popper,ray & Co., G. B. Seely's Son,

Jell-O, H. Von Lubken & Co., Waltemade Bros., Empire Hardware Co., Gulden's Mustard and Olives, Wisconsin Condensed Milk Co., Runkel's, F. H. Leggett & Co., Van Camp Packing Co., the H. J. Heinz Co., Mueller's Macaroni and Noodles, Otto Stahl's Meat Products and others.

This week the first food show ever held in the Queensboro Borough was opened in Schuetzen Park, Astoria. It will continue until the 16th with a representative number of exhibits.

New incorporations include: The Suproco Co., to manufacture and deal in sugar, molasses, glucose and starch; capital stock, \$25,000; incorporators, L. Kamaiy, I. Dubinbaum, A. E. Lubarsky, all of New York.

Reynolds & Co., to deal in grocery supplies, butter, eggs and dairy products; capital stock, \$200,000; incorporators, W. P. Benk, A. M. Rasmusses, Jersey City; G. E. Pappert, New York. F. A. Cauchois & Co., importers and jobbers in teas, coffees and spices; capital, \$100,000; in-

NOTICE!

If you do not already use a



Dreyer Automatic Banana Rack

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON
2256 West 95th Street
CLEVELAND, OHIO

Holiday Trade

The Grocery Store which is decorated in a seasonable fashion, which is brilliantly lighted—interior and exterior—which means *Electrically lighted*, will secure far more than the average share of the holiday trade.

Electric Decorative Lighting Outfits, used in conjunction with greens, garlands, wreaths, etc., are exceedingly effective. Make your arrangements now. Write or phone to

The Philadelphia Electric Company
TENTH AND CHESTNUT STS.

The Steady,

FOR

Increasing Demand

POSTUM

since it was put upon the market, 16 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.

Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.

People buy Postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

"There's a Reason"

Attractive, easy-to-put-in Postum Window displays increase sales—sent prepaid to any grocer upon request.

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan



corporators, C. A. Smith, J. Gahn, Brooklyn; F. Cauchois, New York.

There has been some discussion among dealers of the testimony given in the investigation of the express companies as to the delivery expenses of one of the New York department stores. According to the statements that were made, it costs the company $6\frac{1}{4}$ cents for each package delivered in the Bronx, which lies just to the North of Manhattan Borough. The same store estimates expenses of its suburban delivery service, that is to towns outside the city proper, from $6\frac{1}{4}$ to $16\frac{1}{3}$ cents.

It is remarked that, of course, the expenses of delivery ultimately fall on the customers and buyers. From this comes the deduction that the cost of living might be reduced by eliminating or curtailing the delivery service and by people carrying home their own bundles. The reply is that most people do not wish to carry home their bundles and the convenience of the delivery system is well worth what it costs. The same arguments apply in the case of the corner grocers with their neighborhood delivery system and order-taking methods.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is lower this week as a result of the break at Santos and the decline in local options. Holders are showing a disposition to give concessions in order to bring about sales, but the buyers are not at all eager to take advantage of the present prices. It is evident that the country is looking for further reaction. Mild grades are easy in tone with little business.

Refiners have been cutting the price of refined sugar which has been accumulating. The lower prices did not immediately stimulate business, but the refiners expect to see better results before the end of the week. The Federal and the Howell refineries quoted 5.75 cents less 2 per cent. for standard granulated yesterday, but the American did not go below 5.90. It is said that as the present margin of profit is small, the refiners may again advance

prices if they should succeed in booking any considerable amount of new business. The cheap raws are still some weeks off.

Tea prices are firm, but the market is quiet, as distributors are going slowly in making purchases. It is thought by local importers that some of the green teas will still be shut out as a result of the Treasury Department's concession to use 100 grams instead of leaving it optional to use 50 grams in making tests. In other respects the decision was against the contentions of the local importers.

The rice trade continues quiet, but it is believed by brokers that a more lively demand will be seen after the distributors get through with the holiday trade.

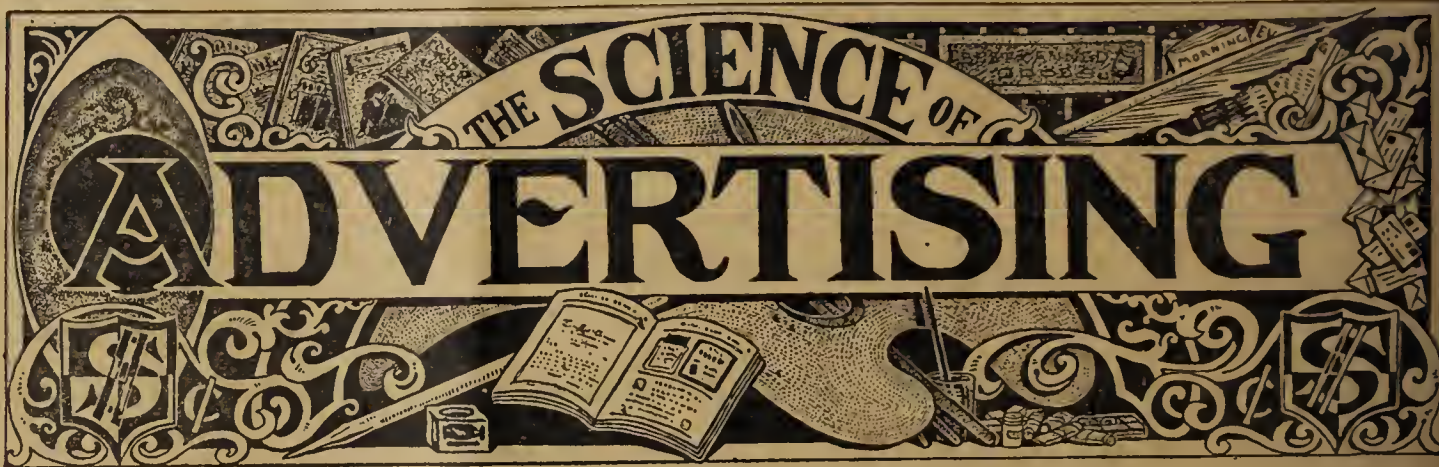
Canned tomatoes are firm, but

the demand at the present high price is slow. Reports from the South are to the effect that the quantities in packers' hands will scarcely be sufficient to carry them over to the new pack. The general quotation for No. 3 standard is \$1.05 f. o. b. Baltimore, but some sales are being made at $2\frac{1}{2}$ cents less for odd carloads. Because of the scarcity and high price of the Southern stock, some of the buyers are looking to California, but the packers on the coast are said to have little to offer. In corn the market appears to be in the buyer's favor, especially in ordinary grades. In fancy and strictly standard grades the holders are inclined to await the demand in the later part of the winter, in the expectation of getting higher prices at that time.

There is a strong tone to the market in peas. Standard and fancy stock are scarce, so that the volume of actual business is limited. String beans are quiet but firm. Jobbers appear to have sufficient for requirements, but are not trying to resell.

Canned fruit is quiet and firm. Little stock is being offered from the coast and the local receivers are not showing any desire to resell.

California dried prunes seem firmer and it is believed that recent speculative purchases, partly for export, cleaned up a large part of the weak holdings. The limited offerings from the coast are at $6\frac{1}{4}$ cents bulk base for 50s to 90s, or close to that figure with a quarter cent premium on 50s. Currants are quiet, but im-



Trenton, N. J., Dec. 1, 1910.
Editor "Science of Advertising."

Dear Sir:—Please help me out of a dilemma if it is in your power. About three months ago my employer arranged with a syndicate in New York City to use a series of advertisements which they sold, consisting of cuts and some reading matter underneath. The idea is to put such matter as the grocer wants published under this, consisting usually of goods and prices, the reading matter sent by the syndicate being mostly like an introduction.

We have been using these advertisements on a certain day in a local paper here, and about a month ago one of the local jewelry stores started to use the same cuts and reading matter, but, of course, with different matter of its own underneath. As they advertise the day before we do, it makes it very unpleasant. I have charge of my employer's advertising, and have had several talks with the jeweler, but with no result. He will not agree to stop using them or to change the order in which he runs them. We have written to the syndicate, but they say they did not give us the right to use the cuts exclusively, and refuse to do anything. Is there any way out of the difficulty that you can suggest.

Respectfully,
B. PORNING.

The time to get out of difficulties like this is before they happen. This shows pretty clearly the real value of these stock ad-

vertisements—cuts and reading matter which are sent out as just as good for the jeweler as for the grocer. How can they possibly be much good for either?

I can't see how you can do much now. As I see it, you made your first mistake in buying ready-made advertisements instead of writing your own. I have an exceedingly firm conviction that those advertisements are but very little better than none. They are always loosely put together—they must be to fit all businesses—and for the same reason they can never contain anything but generalizing. If I were a grocer and had a clerk that I felt was competent to take charge of my advertising I'd make him write them himself, perhaps with my help.

The second mistake was in neglecting to arrange with the syndicate not to sell that particular series of advertisements to anybody else in your town. Under present circumstances, your

use of them is totally robbed of every possible chance of result—and moreover, you are doubtless being subjected to unfavorable comment by newspaper readers who see you apparently copying another merchant's advertising. Provided you can't induce the syndicate to send the cuts to you in different order, so that you and the jeweler will not receive the same ones, I should stop their use at once. It ought to be very easy for the syndicate to simply change the order of the series either for you or the jeweler—have you asked them to do that?

More matter, please.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Porters have received messages from Greece reporting that the market there is advancing and that a speculative movement is in progress.

Flour continues quiet and representatives of the millers are now inclined to think that a brisk trading may not start until the middle of January or so. They claim that at present prices flour is very cheap and buyers in this market are told that it will be good judgment to place orders at present quotations.

Butter prices apparently went so high as to affect the demand for the ordinary fresh table grades and buyers are now cautious. These grades are hardly as firm as they were. The fancy grades are still scarce, however, and the actual consuming demand keeps them at the top figures. The specials are quoted at 39 cents; ex-

tras, 38; firsts, 35 to 36½; seconds, 32 to 34. The held butter is 4 to 5 cents below the prices of the same grades of fresh butter. Process butter ranges from 22½ to 27 cents.

Receipts of new-laid eggs suitable for the highest class of trade continue light, with prices firm. On receipts containing a considerable proportion of shrunken eggs there is some irregularity. Storage eggs are fairly firm. The fresh-gathered Western extras are quoted at 43 to 46 cents; extra firsts, 40 to 41 cents; firsts, 36 to 39 cents; seconds, 32 to 35. Refrigerator eggs of the best grades bring from 23 to 25 cents; lower grades may be had down to 15 cents. Nearby white henner eggs are bringing as much as 55 to 60 cents for fancy grades; fair to good bring 45 to 52 cents.

FRED. A. MCGILL.

Parcels Post Bill to be Shortly Introduced

Chairman of Post Offices and Post Roads Committee Says He Will Father Measure Allowing Eleven Pound Packages to be Mailed. Pound Packages to Go for Ten Cents, With Four Cents for Each Added Pound.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

December 7, 1911.

Senator Bourne, chairman of the Committee on Post Offices and Post Roads, which has been investigating parcels post, and before which Secretary John A. Green, of the National Retail Grocers' Association, appeared in opposition to the plan last week, gave it out on Tuesday that he intended shortly to introduce a bill providing for parcels post. The measure will authorize an increase to 11 pounds in the size of fourth-class mail packages from the present maximum of four pounds and at the same time provide for a diminution of charges from the present rate of 1 cent an ounce.

Pound packages will be carried for 10 cents, with an additional charge of 4 cents for each additional pound.

For the smallest package provided for, weighing eight ounces, there will be a charge of 6 cents. In cases in which the package does not go beyond the rural route on which it originates the

charge will be reduced one-half.

Senator Bourne expresses confidence in the self-supporting character of the bill. "In view of the fact that practically all of the carriers of the 42,000 rural routes in operation could carry four times as much matter as they now carry without any cost for additional equipment. I am satisfied that the proposed system would pay for itself from the beginning," he said. "At present 75 per cent. of their energies are wasted, and it is the part of wisdom to utilize them."

The Senator said that the measure would be used as a basis for future hearings. "Heretofore witnesses have spent much time opposing features which never were contemplated," he said. "We will now give them something concrete to talk about and we hope to press along as rapidly as the importance of the subject will justify. I hope we may get results before the close of the session."

In Congressional circles here the bill is regarded as almost sure to pass.

HOLT.



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

SWIFT'S PREMIUM HAMS are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift & Company, U. S. A.



They Want to Be Shown

☞ The cleanest, purest, finest old-fashioned gelatine is **Chalmers'**. The dessert for which there is no real substitute.

☞ Everybody likes gelatine, though like a lot of other things, they don't always remember to buy it, unless they see it.

☞ Will you show them **Chalmers'**?

James Chalmers' Son
Williamsville, N. Y.

H. P. TAYLOR, JR., Sales Agt., Richmond, Va.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Registered,
U. S. Pat. Off.
Walter Baker & Co. Ltd.
DORCHESTER, MASS.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

These trade-mark crisscross lines on every package
SPECIAL DIETETIC FOOD

For cases of
KIDNEY AND LIVER TROUBLES
REQUIRING RATHER STRICT DIET
Unlike other foods. Ask physicians. For book or sample, write
FARWELL & RHINES, Watertown, N. Y., U. S. A.



MAPLEINE

"The Flavor de Luxe"

Fulfills All Pledges of Quality

Delicious Flavor

AND

Maintained Selling Price

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



CXXXII.—The Law of Damages Done by Delivery Vehicles.

I find one question of law referred to me for advice with considerable frequency—the liability of an employer for damages occurring through accidents by his delivery vehicles, either ordinary wagons drawn by horses or motor delivery wagons. These accidents occur every day, and very often they cause damages to somebody's person or property. The active agent in the affair is practically always the driver, almost never the employer, and the question therefore arises, what is the employer's liability for damage done entirely by his drivers?

The general rule of law which governs such cases can be stated as follows: "The employer is liable for all injuries to the person or property of another by the negligent act of his drivers, if the act which caused the damage was done while the driver was on his employer's business." This rule will be enforced even if the driver's act was not necessary to the work he was employed to do, and even though it was not authorized by the employer or even known to him. But it must be done in the regular course of the business he was hired for.

A constantly increasing number of employers are ridding themselves of troubles of this character by carrying liability insurance. This class of insurance protects all users of delivery vehicles from damage due to accident, and I have reason to know that it is one of the best investments in the line of insurance protection that a business man can make. Briefly, the requirement of the policy is that the person insured, if his wagon has an accident and causes damage to somebody, shall promptly report its details to the insurance company. The latter at once assumes the burden of making the defence, if

suit is brought, and of paying all damages that may be recovered. However, the policy of most liability insurance companies is to settle such cases out of court for what they can.

In order to make the subject clear, let us suppose that A & Co. are wholesale merchants and use delivery teams. One of these runs down a bicycle rider, demolishes the bicycle and seriously injures the rider. Whether the driver's employer is liable depends, generally speaking, on three main questions:—

First.—Was the driver negligent? Did he use the care that an ordinarily prudent man would have used in such a case? If he did, there was no negligence, and neither the driver nor his employer is responsible, no matter what the damages were.

Second.—If the driver was negligent, was the bicycle rider also negligent? In other words, was the rider guilty of what the law calls contributory negligence, which means did he do something which helped to cause the accident? If he did, then neither the driver nor his employer is responsible, even though the driver may have himself been negligent.

Occasionally the doctrine of comparative negligence is applied. Under this, if the rider was guilty of contributory negligence, but his negligence was not as great as the driver's, the latter or his employer is still responsible for damages. This doctrine now applies only in Georgia, though it formerly was in force in Illinois, Kansas and Oregon.

Third.—If the driver's negligence caused the accident, and the victim was not guilty of contributory negligence, was the driver on the employer's business when it happened? This is one of the most important questions of all.

To make the employer responsible, the driver must *at that time* have been engaged upon his employer's business.

For instance, suppose the driver, before he struck the bicycle rider, had completed his trip, and had gone on a ways further on some errand of his own, during which the accident happened. Or suppose he had made all the deliveries he had to make at that time, and had driven his car to his own home to get his dinner before taking it to the garage. In all such cases the employer would not be responsible, for the driver was not engaged upon his employer's business. The liability is his own entirely, though having an action against the average driver is not as a rule of much value.

If, however, the driver has driven out of his way, though still engaged in making a regular trip, and the accident happens on the detour, the employer is liable.

Or if the driver was intoxicated, the employer is still responsible, if the driver was upon his employer's business. It is the employer's place not to employ intoxicated help.

There are in many States laws or city ordinances which provide that drivers shall keep to one side of the highway, and that any person injured by the driver's being out of his place shall have an action in damages against him. It has been held in many cases, however, that this does not deprive the victim of his action against the employer also. He can sue either him or the driver.

In addition to these three questions, there is another which is as important as any of them, though not so important in the discussion of this phase of the subject. It is the question whether the driver's negligence

was the proximate—that is, the immediate—cause of the accident. Of course if it was not, he is not responsible.

(Copyright, December, 1911, by Elton J. Buckley.)

Question: H. E. Kelly, Troy, N. Y.—Please inform me if there is any law prohibiting the selling of white beans by weight, or must they be sold by dry measure?

Also the selling of cranberries by weight, or must they be sold by dry measure also?

Please inform me if sour krou must be sold by liquid measure.

Answer.—There is no law regulating any of these matters in New York State. You can sell these products by any measure you like, provided there is neither express nor implied misrepresentation.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Retail Meat Dealers' Status Under Federal Meat Inspection Law.]

An interesting decision in a meat inspection case involving a retail butcher was handed down by the United States Court at Trenton, N. J., during the week. The court directed the jury to acquit Charles Borkholm of shipping interstate meat and meat products not properly marked and inspected. By the decision, which was rendered in the United States District Court at Trenton, N. J., retail butchers who are delivering meats to customers are held exempt from the provisions of the Federal meat inspection law. While the law exempts butchers who are shipping interstate from inspection, it provides that they shall be required to use exemption certificates and their markets and places subject to a certain form of sanitary inspection. Borkholm was up on an

actment charging him with exporting 200 pounds of meat and food products from Bayre, N. J., to Port Richmond, ten Island, N. Y., this being interstate shipment of un-ked, uninspected meats. The ense did not enter a specific ial of this, but asserted that defendant was well within his its on the ground that he was vering meat to a customer, if the act did not enter into rstate commerce, and that the eral inspection laws of 1906 not have jurisdiction over that very. This opinion was up- l by the Court, which instruc- the jury to acquit Borkholm.

Lebanon Merchants' Plan for Booming Holiday Trade.

ing of Offering Purse to Consumer
aying Largest Number of Goods
om Association Members. Pitts-
burgh Grocers to Have Association
Their Own.

al Correspondence of "Grocery World and
General Merchant."

Erie, Pa., December 7 1911.

he Meadville Business Men's
change is getting up a special

shopping week to attract trade
from neighboring territory.

The Lebanon Association has gotten the promise of the super-intendent of the local street rail-way company to give special service to the holiday shoppers by giving special cars for merchan-dise as well as extra special car service. Our members will use the check system so the patrons can have their goods delivered at the waiting room.

Secretary A. L. Krapf, of the Tamaqua Business Men's Associ-ation, has devised the following plan of booming trade during the holiday season. His own de-scription is as follows: "I sug-gested to our members that they each donate towards a purse, say, of about \$25 or \$50 and advertise that the person of Tamaqua and vicinity who purchased the lar-gest amount of goods (cash pur-chases only to be counted) from members of our association would be given the amount to be de-cided on in time for Christmas. It would not need to be pur-chased from the one business

man. My plan was to group the purchases that each person would buy; for instance, if you would buy \$5 worth from a shoe man, \$25 worth from a grocer, \$5 worth from a butcher, all mem-bers of our association, your total would be \$35. The time would be a stated period. The customer would have to present his re-ceipted bills from the various business men."

The retail grocers of Pitts-burgh are in the act of organ-izing an association to which none but grocers shall belong. The name is to be the "Retail Gro-cers' Protective Union of Pitts-burgh and Vicinity," and it will be incorporated. The initiation fee will be \$1, and dues \$1 per month. Meeting nights first and third Monday nights of the month.

A. M. HOWES,
Secretary Pennsylvania Retail
Merchants' Association.

Almeria grapes are now in good demand, due mainly to the season. The range in price for good grapes is \$4.50 to \$5.50 per keg.



The New Pack

That new carton pack we are using on **Wheatena** is proving a big thing. We hear a good deal of enthusiasm about it.

A big cardboard carton holding twelve packages of **Wheatena**, three cartons being packed in a case. Absolute protection to every package.

Wheatena is so good we want to safeguard it to the end. It is made entirely from the hearts of selected wheat. A steady seller.

The Wheatena Co.
Rahway, N. J.



Figure up Your Profit

Some day when you have a minute, compare the profit you can make on **Rumford Baking Powders** (prices in price list) with the profit you make on the powders you are selling now.

You will find that you make nothing like the same profit on anything except a cheap powder. Every high-grade powder in your stock pays less—and is a poorer powder at that, for no other powder is so wholesome, so pure and so thoroughly satisfactory a leavener.

You'll sell **Rumford Powders** some day as sure as you live.

RUMFORD CHEMICAL WORKS, Providence, R. I.



EAGLE BRAND CONDENSED MILK



BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands
you will please your customers.

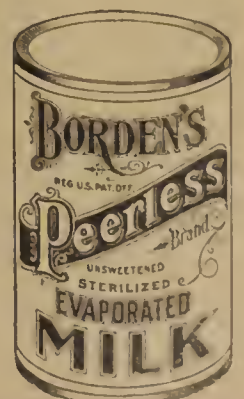
They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



THE STROLLER'S COLUMN



Christmas Presents Wanted.

By gravy, here we are almost up to Christmas again! Gee whiz, don't time run fast when you have to work for a living?

I figure out I ought to get quite a bunch of snifty presents this year. Everybody I could tell it to knows I want stuff. Me, I aint going to give a blamed thing but cards. I know a fellow goes on the road for a postal card house and he's going to give me a lot of samples his house don't use any more. I'm going to send one to everybody I ever heard of.

My friends'll have a juicy Christmas this year, all right.

I always like to give cards, anyway. All my friends are plumb busy around Christmas and I feel like I was doing 'em a service when I save 'em the trouble of unpacking regular presents. All they have to do with a card is to throw it away.

That's what I do with all I get, believe me.

Quite a bunch of my customers ought to come across with something handsome this year. I've been a friend to 'em the whole year—let 'em buy goods of me, and all. It's a big thing to have a fellow that knows everything calling on 'em every once in a while, like I do.

There's Bob Carter. Bob was a clerk when I first knew him and he started in for himself about two years ago. Got married the same day he opened his store—ain't that some nerve?

I always liked Bob, and I felt as if I wanted him to get along. So after thinking it over I agreed to let him buy goods of me. I can see the tears in his eyes now when I told him that. The Christmas present Mrs. Bob gave him last year was a frisky little black-haired kid, and that's all I've heard about for a whole year. Bob is plumb dippy about his

baby and every time I went there he'd fill me full.

If you ask me, I think that when an important business king like me lets a fellow talk to him for a whole year about his new baby, something's coming to him.

I've got another customer that's stopped an order on me three times this year. Ordered goods of me and then wired the house cancelling. Don't you think he ought to hand me something for not cutting his throat? By Jinks, I do!

There's another present coming to me from Charlie Brooks. Charlie's a good merchant and he's making money. Tends to his business every day his store's open. I have to work harder to get a profit on my goods from Charlie than I do with any other man I call on. But listen here. I've never talked with him yet when he didn't smell of rum. Not drunk at all—he told me once he'd never been drunk in his life and I believe him. He merely goes out once or twice in a while and hits one. He don't need it—it's a habit.

Charlie drinks just enough to smell up his talk.

I ain't a drinking man—never was one—but if I was, and was trying to put the brakes on, I'll bet that breathing in Charlie's conversation for five minutes would set me hunting for the biggest bundle I could find. There ain't a bit of difference between smelling that and smelling a bottle!

I wonder what his customers think about it. I know what I think—I think there's something coming to *anybody* who has to talk five minutes, let alone a whole year, with a fellow with a whisky breath.

If Charlie Brooks don't hand me something big it's because he

don't know what I've suffered from him.

I ought to have a special handsome present from a fellow I call on regular, and who, though I like him and appreciate his trade, I've wanted to smack at least five times every call I made on him.

He has a way of talking to his clerks that gets me all on end. I'm sure he don't mean a thing by it, but holy mackerel, it does sound mean! The clerks don't seem to care, so it's none of my business—wouldn't be my business anyway, I suppose—all the same, it ain't right.

I've got worked up so many times from hearing that that I deserve something.

I don't ask these fellows for much. All Bob Carter need give me is another little tike like his. I'm jealous for one of 'em, that's what's the matter with me. And all I ask of the fellow that stops his orders is not to let me talk him into buying if he ain't plumb sure he wants the goods. As for Charlie Brooks, cut out the drink, old man, and I'll thank you mighty kindly. So will the customers that you wait on, believe me. The man that don't talk to his clerks right—well, he needn't give me anything, but he ought to give his clerks something. He ought to give 'em a decent tongue—the same treatment that one man gives another when he don't work for him.

THE STROLLER.

Says Free Sugar Would Starve Home Industry.

At the hearing of the sugar investigating committee of the House on Tuesday, W. T. Willett, a Western beet sugar man, expressed the opinion that free raw sugar would "starve the beet sugar men to death." Mr. Willett declared that the United

States could reduce the price of sugar by increasing and encouraging the production of beet and cane sugar in this country. The United States, he said, is now compelled to draw on the world's sugar supply for 700,000 tons annually and this amount could be raised in this country. Irrigation of vast areas of land suitable for beet sugar would make it possible to double the production of the 550,000 tons of beet sugar each year.

Government Attacks National Cash Register Co.

Suit was filed in the United States Circuit Court at Cincinnati, Ohio, last Monday, against the National Cash Register Co. of Dayton, charging that the company is in a conspiracy in restraint of trade, and that it be enjoined from further carrying on such illegal practices. The Government does not seek to destroy the National Cash Register Co. but asks that it be prohibited from selling cash registers and other registering devices in a manner that would prevent competition. The cash register company is charged by the Government with controlling 95 per cent. of the trade and commerce in cash registers and it is charged that it used high-handed methods in destroying competition and acquiring control of the trade. The bill alleges also that more than 150 independent cash register companies have been destroyed. One of the main charges contained in the petition is that the company sold cash registers below the cost of production in various instances where competition was rife. Besides the cash register company, the others named as defendants are: John A. Patterson, president of the company; E. A. Deeds, W. S. Dippus, Robert Patterson, F. S. Oswald, S. W. Davis, E. A. Bunstein, A. A. Thomas, T. J. Watson, Joseph Rogers, Alexander Harned, F. S. High, W. M. Cummings, George E. Morgan, W. C. Howell, C. H. Snyder, Walter Cool, E. A. E. person, G. C. Edgerton, George G. Shaw, H. G. Carnell, M. J. Keefe, J. G. Laird, Pliny Elmer, A. A. Wentz, C. T. Wormsley, M. N. Jacobs and M. G. Lafley.

Hothouse radishes are in market and range from 3 to 4 cents per bunch. The demand is good.

THE GROCERY MARKETS

Tea.

The tea market is quiet. As has been reported from time to time, there has been a considerable business done, and the trade is about filled up for the time. There is a fair every-day movement, however, at prices that show no change for the week. Low grades are firm, and the effect of the China revolution upon the tea situation is still a grave subject of discussion.

Coffee.

The coffee market is somewhat slack and weak. There is very little demand at the moment, and prices are undeniably easy. Without doubt the demand for coffee is at its lowest ebb in a considerable period. All grades of Rio and Santos, as well as milds, are dull and weaker. Java and Mocha, however, are scarce and firm, Mocha especially tending toward higher values.

Sugar.

The sugar market is weak. Raws are not especially strong, and during the week all of the refiners have declined refined 25 points further, which makes granulated 5.75 list. The demand for refined sugar is fair considering the conditions. More or less domestic beet granulated is selling at 10 points below the regular market.

Syrup and Molasses.

Glucose shows an advance of about 10 points since the last report, and compound syrup $\frac{1}{2}$ cent per gallon. The demand for compound syrup is fair. Sugar syrup is quiet and unchanged. Good molasses is scarce and high.

Fish.

Mackerel continues strong and prices are unchanged. The demand, however, is comparatively light. Cod, hake and haddock are steady and in fair demand. Domestic and imported sardines are very dull at unchanged prices. Salmon continues firm and quiet.

Canned Goods.

Tomatoes are strong and show a further advance of 5 cents per dozen, making the market for Maryland standard 3s \$1.05 f. o. b. in a large way. Stocks both in first and second hands are un-

doubtedly small, and the present outlook is for further advances. No figures as to the 1911 pack are forthcoming as yet, but they will almost certainly show a small production. Corn is unchanged and quiet. Peas strong and very high; demand for actual wants only. Apples unchanged and dull. California canned goods show no change and no particular movement. Small staple canned goods are in light request, though as to Baltimore stocks, the supply is smaller than for many years.

Dried Fruits.

Prunes are unchanged in price and in moderate demand. The market is well maintained. Peaches are dull and unchanged, and so are apricots. Raisins are active, as indeed they should be at this season. Prices are unchanged. Currants in fair request at ruling prices. The second direct shipment of dates reached this country during the week, and sold out at prices at least a cent a pound above normal, speaking especially of Halloweeds. Other dried fruits quiet at ruling prices.

Butter.

There has been a very active market for butter during the week, with a general advance of 1 cent per pound on all grades, both solid packed and prints. The make of fresh butter shows no increase and the supply of storage butter is very light. Considering the high prices, the consumptive demand is good. No large change seems in sight at this writing.

Eggs.

The receipts of fresh eggs continue light and the market is firm and unchanged. There will likely be a seasonable increase in production with the next two weeks, but the demand should absorb everything as it comes in, and no decline in price is likely until after the first of the year. The market on storage eggs is firm at an advance of 1 cent per dozen. Stocks appear to be ample.

Cheese.

Cheese is firm at an advance of $\frac{1}{2}$ cent. Stocks are very light,

and the market is but lightly supplied. Cheese in storage is smaller than has been the case for many years. The above applies to all grades, and the market will probably remain firm for some time.

Beans and Peas.

Pea beans are about 5 cents per bushel cheaper than a week ago, and the demand is very fair. Marrows are unchanged for the week. California limas are unchanged, and the first hands price is 6.90 cents per pound in a large way. Some limas, however, can be obtained for less than that from jobbers who bought cheaper and are willing to take a profit. Green and Scotch peas continue scarce and very high. Demand light.

Provisions.

The demand for smoked meats is very light. Stocks are also light and the market steady and unchanged. Pure and compound lard are both in light demand and prices are barely steady. Barrel pork, canned meats and dried beef are only in fair demand at weak prices.

Poultry.

The Thanksgiving poultry business was done on a somewhat lower basis than a year ago. Very fancy turkeys brought as high as 25 cents per pound, but the average sold around 22. This is about 3 cents below a year ago. Chickens sold at 16 cents for fancy stock, and at 15 cents for the average. Ducks were quoted at 18 to 20 cents. The demand was excellent and in this market stocks mostly cleaned up, though the New York market slumped. There is no indication of very high prices for the holiday trade.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

In our last letter we said the tomato market was waiting—like Micawber—for something to turn up. It came a little bit sooner than was expected for on last Monday and Tuesday the market became active, quite active, and the orders for tomatoes came pouring in from nearly all sections, in lots ranging all the way from one carload up to many

thousand cases. The offerings of No. 3 standards from 95 cents up to \$1 were speedily cleaned up, and the demand for them was not yet satisfied. Under such circumstances the market prices advanced very rapidly, as a matter of course, and the renewed demand for the goods on Wednesday and the remaining days of the week carried the market prices up to \$1.02 $\frac{1}{2}$ f. o. b. Peninsula shipping point and \$1.05 f. o. b. Baltimore. At the close of the market last week the demand at the prices that prevailed earlier in the week was still unsatisfied, and the jobbers commenced to take hold more freely at the higher range of prices. The outlook for this week is toward a stronger and a higher market because of the fact that the weaker holders were sold out during last week, at least to a very large extent, and the goods are now in the hands of those who can afford to carry them and await the demand that they feel sure will continue throughout the winter months and well into next spring. The publication of the official statistics of the annual pack of tomatoes, to be made this week probably, has ceased to exert much influence in the minds of either the canners or the jobbers. Both sides seem to agree that canned tomatoes will advance and they are trimming their sails accordingly.

There was little or no activity during last week in the other lines of vegetables, excepting in sweet potatoes, which were again strong and active, from the ordinary brands of standards up to the highest-priced brands of fancy quality. Everyone in this section expects a higher market for sweet potatoes during the winter months. String beans, though quiet last week, are firmer, and standard green lima beans continue strong because of the light offerings comparatively. Sauer kraut is one of the other items that shows a disposition to advance. In the remainder of the list of vegetables there were no developments of interest during last week.

The demand for canned apples continues to make that article the leader in the list of fruits, and it certainly looks like a reaction from the low prices now prevailing is in order. Pears nearly always follow the lead of apples and they were also firmer last week, without any special increase in the demand for them. There are some excellent bargains in choice quality pears to be

picked up here at the prevailing prices. In the other lines of canned fruits, berries, pineapples, peaches, cherries, etc., there was nothing doing beyond the usual run of small assorted everyday orders at the lowest prices.

There is a strong undertone to the market for cove oysters which may show itself in the shape of higher prices during this week, but there were no advances in them up to the close of last week. It looks like a good time to buy cove oysters for your requirements until next spring.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is rather quiet during this week and no great activity is expected until after the turn of the year.

Pepper.—Black pepper is very scarce and higher values are really looked for, especially if prices in Europe should advance during this month. White pepper, spot demand, is rather good. Prices are slightly firmer here and may go higher because of the very narrow stocks.

Red peppers in fair demand. Prices unchanged.

Cloves.—There is no definite information as to the total crop. The supply here is very limited and prices are on a fairly safe level.

Pimento (Allspice) very steady and in excellent demand. Tendency upward.

Nutmegs.—Futures are active. Holland prices are higher than here. We consider present values very safe from a buyer's standpoint.

Mace.—Demand is very good and stocks are exceedingly small. All indications point to higher prices.

Cassias in fair demand at steady prices. Supplies are evidently small.

Gingers.—Spot demand fairly good. Prices are unchanged during the week.

Tapiocas in very good demand at unchanged prices.

Seeds, Herbs, Etc.—Prices are generally steady and there is a fairly active market on most grades. Sage is selling unusually well and Paprika is in good demand. Seeds are unchanged in price during the week.

McCORMICK & Co., Inc.
Baltimore, Md.

Rice.

Demand for the week has been rather fitful, buyers taking, as a rule, only as seasonable requirements dictate. Receipts last week were less liberal than equal period past few weeks. Prices are fairly well sustained in sympathy with primary markets, although some holders have been willing to make quick disposition

of favorable purchases at an item below general market.

Advices from the South note but little doing on the Atlantic Coast, although better movement is expected in the near future. At New Orleans, while the market is steady to firm, the distributing demand is light.

In the interior—Southwest Louisiana, Texas and Arkansas—there has been an active demand, and large sales are reported to buyers who are anticipating a large demand for distribution after the turn of the year. It is claimed that Honduras styles are in light supply compared with normal movement for the year.

Cables and correspondence from abroad note strong market on all deliveries, both spot and forward.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Imported Fish Specialties.

The Holland herring market is decidedly firmer. Stocks of Holland herring are limited. In Holland they are decidedly scarce and prices are advancing, while demand is good and improving.

The mackerel market in general is quiet. Total shipments of Irish mackerel during the last week were 674 barrels, bringing the total shipments of autumn mackerel to date to 16,253 barrels.

Imported Oil Sardines.—There is no change in the situation. The demand continues good for Portuguese and for Norway sardines. French sardines are of course out of the running, as stocks are very small, and of desirable goods practically nothing to be had. There is no fishing at the present time in Portugal and the fishing in Norway is rather poor and prices paid for the fresh fish are very high.

STROHMEYER & ARPE Co.
New York.

MARKET NOTES.

Florida grapefruit is ruling at a fairly moderate price compared with values early in the season. The range is \$4.50 to \$5 per box, and the demand is good.

Florida peppers are in fair demand at a top price of \$3. The quality is very fair.

Florida eggplants are comparatively high—\$2.50 to \$3.50 per crate. The demand is good.

Cranberries are high, and the best Cape Cods range from \$9 to \$11 per barrel. Good fruit is scarce.

Florida beans are coming forward and as they are somewhat

scarce the demand is active. The price ranges from \$3 to \$3.50 per crate.

Bermuda is now shipping new potatoes into American markets. No. 2s range from \$5 to \$6 and No. 1s at about \$7. The demand is very fair.

Long Island Cauliflower is wanted just now. The price ranges from \$1.75 to \$2 for long cut and \$3.50 to \$4 for short.

AMONG THE TRADE.

Frank L. Dickenson, a well-known wholesale grocer of Camden, N. J., died last Sunday of acute stomach trouble. He leaves a widow and one son, who is associated with him in the business.

The Frankford Retail Grocers' Association has been holding a food show at its warehouse, Penn and Unity streets, Frankford, during the past week.

CORRESPONDENCE.

From the Norwegian Consul.
Philadelphia, Pa.,

December 6, 1911.

To the Editor.

Dear Sir:—I beg hereby most politely to ask you to kindly give enclosed report or letter a space in your valued paper.

As your esteemed paper is much circulated among importers and exporters, also in the diplomatic corps, I have been requested by my Government to ask you to do this favor.

In reference to certain misleading reports in some of the leading American trade journals regarding this year's catch of Norway mackerel and the supposed artificially high prices of the same, the Norwegian Director of Fisheries states that the catch in 1910 gave the fishermen a net profit of about \$50 per man for their two to three months hard work in the North Sea.

With prices averaging 50 per cent. higher the men's earnings were nevertheless only \$45 per share for the same period this year owing to the 40 per cent. smaller catch.

The prices f. o. b. Norway were for No. 1s, from \$21.60 in August to \$25.30 in October; No. 2s, from \$15.45 in August to \$20.35 in October; No. 3s, from \$10.50 in August to \$15.45 in October; No. 4s, from \$8.05 in August to \$13 in October.

If the fishermen should have been paid the same prices this season as last year, their "profit," if such it could be called, would

have amounted to only \$21 for the whole season.

It was very natural for the Norwegian exporters to do everything in their power to prevent such a disastrous result in order to save their mackerel fleet from complete ruin, it being already now difficult to get sufficient hands to man the vessels on account of the season's small profit to the men.

Thanking you in advance, I am, dear sir,

THE ROYAL NORWEGIAN VICE
CONSULATE AT PHILADELPHIA,

Christian Moc, Vice Consul

An Idea from Binghamton.

Binghamton, N. Y.,

December 5, 1911.

To the Editor.

Dear Sir:—Wholesale grocers will find a fruitful suggestion for publicity work in an Industrial Exhibition held by the Binghamton, N. Y., Chamber of Commerce Thanksgiving week. The exhibition was for the purpose of illustrating the manufacturing interests of the city and surrounding villages, but three enterprising grocery and spice houses, Newell & Truesdell, M. & J. Kellam and the S. Mills Ely Co. saw that if it were profitable to advertise goods "made in Binghamton," it were equally advantageous to give publicity to goods "sold in Binghamton."

So all three houses engaged large booths.

Now the fact of a grocery house having a booth at an industrial exhibition is not entirely unusual, but what made these booths different from the ordinary run of such exhibits was the fact that the work was entered upon with vigorous determination, and every means of demonstration was employed to bring the offerings of these houses to the eyes and ears of every visitor to the show.

No one went out of the exhibition but knew that there were at least three live grocery and spice houses in Binghamton.

Grocery houses generally will find it profitable to follow in these lines when seeking to promote sales.

Respectfully,

BINGHAMTON CHAMBER OF

COMMERCE.

By B. H. Gitchell, Secretary.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

For Goodness Be Thorough.—You can't get anywhere unless you are. You've heard the saying—"A lick and a promise." That expressed slop-over work. Let me tell you something—thoroughness is in demand.

What's the difference if you are told to sweep the floor. Sweep it better than it was ever swept before.

Work like that won't hold you long.

But if you skim it over and don't move the baskets and barrels and don't get the broom underneath the tables there's nothing doing higher up.

Reputation for being thorough is what the financial people call an asset.

An asset means so much to your credit.

Thoroughness is honesty, thoroughness is loyalty, thoroughness is salesmanship, thoroughness in big, little and half little things is what counts.

Raisins Again.—"You're high on raisins." "I can buy them for 10 cents and you ask 12." You've been up against that. Of course,

you know that they're short weight cartons.

It isn't pleasant to tell that, but you must do it under the circumstances.

The writer believes in a national uniform package—and so do you. But that proposition isn't entirely up to us.

Displaying Oranges.—Dumping oranges out of a box into another box isn't displaying them. Make different pyramids and tuck the wrappers in between. Handle them one by one. Nicety counts. Art attracts. It's the "lines" here and there on the exterior of a house that makes people slow up and take notice. Same with your oranges and your table apples and your best lemons. Put them at their prettiest. The world responds to decoration.

Trim Up.—Laurel leaves don't cost much. A wreath here and there counts. Get them over things.

Fall in line with the "Christmas spirit."

Oh, your store will "get the business anyway." Maybe so,

but play the popular game just the same. Trim up.

The Two-Day Idea.—Get out of that two-day idea of holiday selling. Plum pudding and fruit cake and mince pies are made weeks ahead of Christmas.

Keep the material under their nose.

Make your counter display suggestive.

Green Tea Stocks Pile Up in China Because United States Government Won't Let Them Come Here.

Thomas Martindale Says Loss of Our Market Has Reduced Prices and Caused Other Markets to Take Them in Largely Increased Quantities.

In recent issues the falling off in the importation and sale of green teas in this country, as the result of the rule excluding teas if artificially colored, has been discussed in its various aspects. Thomas Martindale, the Philadelphia expert on tea, gave out some striking figures during the week which are directly apropos. According to Mr. Martindale, whose firm has representatives in all the tea-growing countries, there is an enormous stock of green teas in China which had it not been for this Government's ruling would have come here. Mr. Martindale's statement is as follows:—

Last year there were shipped to the United States from Shanghai 4,628,100 pounds of black teas and this year 6,279,700 pounds, an increase of 1,651,600; but last year we took from the same port 7,601,-

000 pounds of green teas and this year only 574,100 pounds, or a difference of 7,126,900 pounds. Thus the total shipment of blacks and greens together for last year show 12,229,100, while those of this year show only 6,853,800, or a shrinkage of 5,375,300 pounds, and it will be borne in mind that on the 31st of last October there were but 338 packages of black teas to come out, while at the same time last year there were 11,051 half chests of Congou in stock, or close to 1,000,000 pounds. It should be noted that: France, Russia, North African ports, Bombay and others took last year from the same port, 25,962,800 pounds blacks; 15,067,500 pounds in greens; while this year the same buyers took 26,453,900 pounds blacks, 21,696,700 pounds greens, an increase in greens of 6,629,200 pounds, and a total increase in blacks and green of 7,111,300 pounds. These figures show

GERALDSON'S FIGS AND OTHER DRIED FRUITS IN CARTONS

are the best sellers ever offered to the grocery trade. Have many advantages over other style packages. Write for prices, and try a trial order.

GERALDSON FRUIT CO.
WINTERS, CALIFORNIA

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia



It will pay you to buy of us, our long years of experience count for something. We endeavor to handle only such goods as we know will please your customers and enable you to hold their trade.

SYRUPS AND MOLASSES—We give this line special attention, and our brands of Syrups are well known. Are you handling our Royal Table Syrup, it is a great seller. Bear in mind we handle the full line of Mixed and Pure Sugar Syrups. See our samples and get our prices. In New Orleans Molasses, well, our buyer has had thirty years' experience, and the goods we offer you are selected for flavor as well as color. *Ingleside Plantation*, in barrels only, represents a fancy old-fashioned kettle molasses that cannot be beat, price 44c. per gal.; *St. Thomas Fancy*, per gal. 42c.; *Cruiser*, per gal. 39c., or in half bbls., at 42c.; *Richland Plantation*, choice, per gal. 37c. Send us your order for Molasses.

HOLIDAY GOODS—Cal. Cluster Raisins, Fancy, 1/2-lb. cartons, 24 lbs. to box, at 15c.; Cal. Figs, 12 pkgs., per box, at 90c.; Layer Figs, 12-lb. boxes, at 13c.; Heavy Sugar-coated Pop Corn, by bbl., per lb., at 8 3/4c.; Imitation Snow (Christmas decoration), 50 5c. pkgs., per can \$1.50; Shelled Peanuts (salted), 100 5c. pkgs., at \$3.25; Fancy Cape Cod Cranberries, per bbl. \$10; Candy Toys, 40-lb. tins, hand made, at 8 1/2c.; Halloween Dates, at 6 1/2c.; Fair Dates, 12-lb. boxes, at 9 1/2c.; Fairhill Cream Chocolates, per lb. 9c.

GREEN GAGE AND EGG PLUMS—New York State has the reputation of packing finest quality of Egg Plums and Green Gages, possibly excepting California. We offer the Golden Wedding Brand, No. 3 cans, packed by a reliable firm, fine fruit and cans well filled, extra quality, per doz. \$1.20.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

conclusively that other countries are taking the greens in excess of their requirements of former years, because of their cheapness from having lost to the American market; in addition to this, the increased consumption all over the world does surely show that to many the almost prohibitive price of coffee is driving coffee drinkers to the use of tea.

The above data is at this time especially interesting as showing what we may reasonably expect values to be in the near future, no matter how the "green tea muddle" may be settled, as the quantity of greens that can reasonably be admitted into this country under the existing restrictions cannot have any permanent depressing effect upon the market in view of the increased consumption and the depleted stocks.

United States Says Its Test for Colored Tea is Good Enough.

The request of Eastern tea importers that the Treasury Department adopt a more stringent test of tea to detect artificial coloring was denied by the Secretary of the Treasury last Tuesday. The present method of analysis adopted in October and uniform throughout the United States will not be altered. An appeal probably will be taken to the Customs Court. The tea importers say the Government test is so loose that it lets in tea artificially colored.

An Alleged Combine to Push Up Fig Prices.

News from Smyrna is to the effect that the Turko-Italian war and its attendant financial crisis have brought about a combination in the fig industry which the promoters have been striving for since 1907. The fig trust is said to have been formed with a capital of \$1,000,000. Charles Missir, an American, is the principal fig packer who has fought hard for this combination, and by securing the active and financial support of Harry Giraud, a director of the carpet trust and a member of the Whittall family, the leading British family in this colony, he has at last seen his scheme reach maturity. In future the growers in the interior will not be able to get fancy prices for their figs and raisins, as one buyer will take the places of the forty or fifty that represented the chief packing houses under the old conditions.

Florida oranges are starting to come forward and range from \$2.50 to \$4 per box for fancy stock. Most of the receipts are not fancy.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Complaints and Returned Goods.

What is the Reasonable Limit of Our Duty?—Does It Pay to Stop There?—Marshall Field—Patience is a Profitable Virtue.

It would seem to be almost unnecessary for me to quote instances of the unreasonable complaints, exchanges, returns of goods and all that with which we have experience, because we are all so familiar with their character. Here is one that is somewhat unusual, and for pure "nerve" on the part of the customer might seem unique:—

GOT DISHES FOR THRESHING.

A farmer's wife whose supply of dishes, although large enough for ordinary occasions, was too small for threshing time, contrived to get the merchant to supply her for the time with the required dishes.

The day before threshing she entered the village store, purchased a big supply of dishes and had them charged. Three days afterwards, when the threshing was over, her son appeared at the shop with the dishes and a note saying her husband had purchased dishes the same day and she therefore wouldn't need any. A request was made to mark them off the books. The merchant afterwards found her husband had purchased none and she had made use of his merely to tide her over threshing time.

Next year, on the same occasion, encouraged by the former success, she again came to the store to purchase dishes.

What would you do in such a case?

Reads kind of raw, does it not? But wait. Note that I am not jumping over to the side of the merchant. Fact is, I am not sure that he would not best serve his interests by patiently submitting to the same imposition again and again; remaining apparently blind to the trick the customer was playing on him. And I say this because the greatest, most astonishingly successful "merchant prince" among retailers built his business on the foundation stone of: "Never antagonize a customer." Another way of saying it was: "The customer is always right."

A Chicago woman visited New York and bought a silk dress for, perhaps, \$85. After she got home she wore it once or twice and then decided she did not like it. She went to Field's, bought something, and then requested that Field get the dress and return it for her to the New York merchant. Field's asked her what she had paid for it and then took it from her, giving her full credit, assuming themselves the risk of loss.

Another woman bought several loads of furniture and rugs. It was such a large purchase that the delivery cost alone was upwards of \$50. The goods were all placed and the buyer had a reception. Then she decided that she did not care for the goods after all; so she asked Field to get them back. He did so and gave full credit.

Now, what do you know about that? Have you any experience to beat these?

I am not going to make any recommendation to the man whose china was used and returned because I want to hear from many of you in that connection. It is probable that there is a limit; but what is it? And it will not do for us to fall back on any question involving the "justice" of the customer's attitude, for there is no such thing in the problem. Our sole interest is to make money in our business—make more than we lose, and then some. So the question resolves itself into one concerning the best way to make that money. If we can make more by submitting to things which are "unjust" in the abstract and apparently unreason-

able in the concrete than we can through "sticking up for our rights" in these matters, why, we must surely see that our interest lies in submission. So get out of your system any feeling of resentment—forget that "she is a blank crank"—and figure how you are going to succeed in making money out of her.

Johnson's sent a fine crate of cherries four miles out to the country home of a "particular" customer one hot afternoon this year. They were returned by the same wagon with no sufficient explanation. We rang up to ask if they had not seemed good and got back an explanation which seemed to really to show that the lady had changed her mind about canning cherries that afternoon; but all we said was that we had feared the cherries were not satisfactory, and that we should give full credit "of course." She has paid for the cherries several times since that time. Moreover, she will continue to pay for them. Is that not better than to stick up for "justice" and lose the business—bearing in mind that such things do not stop with the one customer, but travel around the circle of her friends?

When in doubt about such things, I am inclined to think we can all safely take a hint from the life of one who built up an amazing business on the lines of "The Customer Is Always Right." Remember, finally, that Field did this in the big city of Chicago, a place where there is so much transient trade that ordinary merchants do not consider it "worth while" to placate any disgruntled customer. Thus the axiom carries redoubled force for us who deal with the same little circle of customers day after day, year in, year out. If Field could not afford to have a customer say that his service was not good, or "satisfactory," or that Field was "not obliging," how much less can you and I afford it?

Think it over and let me hear from you.

Florida tomatoes are scarce. The range is \$2.50 to \$4 per crate. California tomatoes are about cleaning up and the range is \$1 to \$1.15 a carrier. Florida tomatoes are wanted if good.



WINDOW Dressing DEPARTMENT

Two Holiday Windows.

No. 1.

A few weeks and Christmas is here again, the season when fine window displays are made of almost everything imaginable. The grocer and dealer in green truck can have some very neat and attractive windows if he follows out these suggestions and designs. One in particular will create a great deal of attention—the display of peanuts and popcorn in the form of a balloon or airship. It requires a lot of patience and time, but I feel sure when it is complete you will be repaid for your effort. As the old and true saying is, We can't accomplish anything without labor.

To make the airship, first construct the frame of wood. I used two lids of large baskets, sixteen inches in diameter, and thin strips of wood twenty-four inches long were nailed between them, leaving a space of about two inches between each strip of wood. This makes a cylinder. Nail two blocks of wood on each flat end of the cylinder and in the centre have them about four inches apart. Now make the ends or points. Nail a strong piece of wood, about one or two inches thick, in the centre of a lid from a peach basket. The stick should be about one foot high. Nail four small sticks from the edge of the lid to the stick at the top. Cut the edges down with a sharp knife so they will be a perfect point. This will form a cone. Now nail the cone to the two blocks of wood at the end of the cylinder. By making the ends like this they will be a perfect cigar shape or sloping effect. When the frame is all complete, get some very heavy wire and fasten a strong loop to the large lid at each end. To those loops you will suspend it



when in place. Be sure to use strong wire and secure it firmly to the frame, as it is very heavy when complete. Along a stick at each side leave five small loops of invisible wire, to which you will fasten the strings of popcorn. After you have this finished cover it with paste-

board (large advertising sign cards will do) and fasten it with small tacks. Use glue and strong paper to fasten down the rough edges, especially at the points where the pasteboard is cut very often to make it fit over the frame. Having this all complete, glue peanuts over the whole balloon. If you don't care to spend the time or use peanuts on it, cover it with gilt paper. The rigging or ropes are strings of popcorn. Some peanuts strung on a wire are used on the bottom part. Bend the two ends up, which will answer for the steering gear. In front place a small doll dressed as Santa Claus, in red flannel and trimmed with white cotton. Back of him place a small canvas bag stuffed with white cotton. Have a tube of glue handy when you suspend it so you can replace the peanuts that drop off in handling.

Now to arrange the display. First, use pine branches at the side walls; if you can't obtain them use green and red crepe paper. Then make the background decoration at the top of the window in the rear. Use some invisible wire first and then cover with twisted red and green crepe paper. Cover the space where the letters and numbers are with green crepe paper and make the letters and numbers of bright red glazed paper. Paste them on the green crepe paper with a few drops of glue. Suspend two red paper bells. Now suspend the airship. This done, make a slant of boards in the bottom of the window about twelve or eighteen inches high in the rear. It depends on the depth of the window. Nail some narrow wood strips on the slant, diamond shape, fill them with popcorn about one inch thick and between the ends display different kinds of nuts. On the large slant space at the end of the window use mixed nuts. At the top of the slant in the rear build small pyramids of empty candy boxes.

No. 2.

This display of fruit and vegetables is a neat one. To arrange this window, first cover the side wall with pine branches. Then make the background at the top in the rear of the window as described in the other suggestion. Now cover the bottom of the window with green crepe paper. Arrange a few pumpkins, cabbages, potatoes, etc., at the bottom of the pine branches. In the centre build a pyramid of bottled goods on round lids covered with green crepe paper, and in front of this place a dish of cranberries and at each side display some sausage and a



fine dressed turkey. Back of these display pound cake and fruit cake on high stand dishes, and at the end of the window all kinds of fruit in a large dish. At the rear build pyramids of package figs, dates and popcorn for popping. Place a stalk of choice celery at each side in the rear. Run a width of the green crepe paper across the window in the rear, using red twisted paper at the top. Place a large, neat sign card like in illustration, with wording suitable to your display, and the window is complete.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE.—International Auto Truck in use only three months. This truck is in good running order and will do the work of three single rigs, which we offer for \$500, cost new \$800. Reason for selling, changing to dry goods business. For full description write The L. A. Leathers Grocery Co., Brookville, Pa. 25

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$5,000. Neighborhood of Fifty second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4065 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,000. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Twenty-five containers of Post To-sties at \$2 a case and ten containers of Qu-ker Corn Flakes at \$1.50. Bauer & Harrison, 620 N. Second St., Philadelphia, Pa. 25

FOR SALE.—Great bargain if sold at once, the old established corner grocery and provision store Fifty-fifth and Folsom Sts., West Philadelphia. Low rent, six rooms and bath, all conveniences. M. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Grocery and provision store. Would do well with fresh meats and fish. Will sell to a quick buyer for \$325. 5030 Brown St., corner of Dearborn St., Philadelphia, Pa. 9

FOR SALE.—Cyclone kraut cutter. Cost \$60. sell for \$20. Good condition. Sherer, Gillett grocery display counter. Cost \$50, sell for \$30. Verling Harris, 136 N. L. Market, Washington, D. C. 24

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,100. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of a good corner grocery and provision store. Would make a good stand for fresh meats. Will sell to a quick buyer for \$725. Dwelling contains seven rooms and bath. Call cor. Twenty-third and Haget St., Philadelphia, Pa. 8

FOR SALE.—A first-class paint store, doing a good business in the northern part of Philadelphia. Fine location on a main business thoroughfare. Apply H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Sweitzer cheese slicer for sale. Been used only a short time. Cost \$3, will sell for \$1. Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 3

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low.

About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Toga, Philadelphia, doing \$100 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$25 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000 catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations

under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

MISCELLANEOUS.

PREMIUM USERS—Send for catalogue of best and cheapest Rockers on the market \$10 per dozen up. Ohio Chair Co., Williamsburg Ohio. 2

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 1f



No. 42 Cuspidor—6½-inch

THIS CUSPIDOR in hand-painted colors at \$8.50 per gross, no package charge, then tire gross is yours for \$8.50, plus the freight. The PETERS & REED POTTERY CO. ZANESVILLE, OHIO

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

Anker's
Bouillon
Capsules

SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're are good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



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and Canada.

AND

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This Woman Went Into a Plan to Buy Produce Direct From Commission Merchants

A Few Experiences That Attended Her Efforts to Buy Unselected, Undiscriminated Goods Instead of Goods Selected by a Retail Dealer. Saved a Little Money But Encountered All Sorts of Snags.

[The following statement has been made by a woman member of a consumers' co operative buying organization which started recently in St. Louis, Mo. The plan has since disbanded.]

The plan of buying such things as produce direct from the commission merchant looked so practical. I read the market reports in the papers and I figured out that at wholesale a head of lettuce cost only a cent and a bunch of radishes cost another cent. I was in the habit of getting a head of lettuce and a bunch of radishes or spring onions for 15 cents. We like a baked Hubbard squash once in a while, and I never get one for less than 15 cents. I found out that by taking them in crates you could buy them for a trifle over 4 cents each. Eggplant and cauliflower were about the same, except that the saving wasn't quite so great. As for eggs, by taking them in thirty-dozen crates I could save 10 cents a dozen on them right along, and sometimes as much as 18 cents a dozen.

I never got a broiler from my butcher for less than 60 cents, and we went in together and took a coop of two dozen chickens, and had the commission man kill and dress them for us; because we didn't any of us want to handle live chickens. My two came to exactly 38 cents each, and I'd saved 44 cents on that part of my dinner. The next time I tried it it turned out that one of my spring chickens was a little old Leghorn hen that must have been at least 6 years old. That's the first disillusionment that came. If I'd bought that skinny old hen from the butcher at the price of spring chicken, he'd have had to make good. I told the commission man about it, and he just laughed and said the farmer would slip a little old hen over on you once in a while when you weren't looking.

The next difficulty we had was with apples. We found that we could get them at \$1.75 a barrel,

and that a barrel was guaranteed to contain three bushels. That was a peck for each of the members, and with the cost of hauling the apples came to just 15 cents a peck. Well, we'd been paying 40 cents a peck for them from the huckster, and not very full pecks at that. I went to help select the barrel, and I was perfectly astonished when the man told me we had to select that barrel from the outside. We couldn't tell what we were getting at all, except by the label. When we opened the barrel we found that the top layer of apples was fine. Those at the bottom were the same, but the ones in the middle were wormy, knotty, rotten things that none of us would carry home. We almost had a quarrel over the distribution of that barrel of fruit, and when we came to figure it right down, we didn't save so very much on it.

I saw in the paper that cauliflower was \$1.25 a case. That's two dozen heads, and with the delivery it ought to come to about 6 cents each, or 12 cents for each lady's share. I've been in the habit of paying 20 cents for a cauliflower, or more if it was a very big one, even up to 40 cents, so I was immensely tickled at the prospect of getting them for 6. But when all the expenses were figured in they cost me 14 cents each.

I've always bought nice, clean celery. The first time we got a crate of it for the club it was simply covered with mud and there were great bunches of leaves that were either rotten or withered, and it looked so horrid that I felt as if I never wanted to eat celery again.

We three went into the back room of one of the big commission houses where they were un-

crating and cleaning the celery, and it all looked like that lot that we bought. The room looked like a feeding pen for hogs. They have great knives that they use to hack off the rotten and withered leaves and the bunch of dirty roots, and then they lay the stalks on a big rack and turn the hose on, and the water that runs down into the sewer from that rack is like the Missouri after the spring floods, except that it's black instead of brown.

We simply love string beans at our house, and I've had such a time to get good ones this summer. Had to pay 30 cents for a second measure, and that's supposed to be half a gallon, but it isn't. According to the market report, green beans were \$2.40 a bushel. That would be at least sixteen second measures—and a good deal more, because there wouldn't be so much air space in the box. We had to divide our box of beans into twelve parts, so that gave me ever so much more than I was in the habit of buying for one meal for my family. I never saw such worms in my life. Didn't know worms ever got into string beans. Most of them were like slim caterpillars, and they ate the whole inside out of the bean. I made a trip to the market that day to find out about it. The commission man told me that we had simply been unfortunate in what we bought. Unlucky, he called it. He said there had been a perfect pest of bean moths this summer, owing to the very dry season. He says those moths always bother the beans, but a heavy rain kills most of them, and this year we didn't have any rains at the right time, so they were positively awful. The unscrupulous farmer picked the wormy beans along with the good ones, and when you buy a box you can't tell for the life of you whether it's a good one or not. He says the grocers refused to buy any but the guaranteed beans this summer, because they lost too much on the unopened boxes. In that case the loss had to be borne by the agent who bought up the produce from the farmers. Buying guaranteed beans he said made the price higher.

I used to think that the only bad eggs were cold storage eggs, and that if you could be sure of

getting them right from the country they'd have to be good. The first case we got was perfect. We had two dozen and a half each, and those didn't last very long. Then we ordered another case, and I was so sure of them that I had soft boiled eggs for breakfast the morning after my daughter's fiance arrived on a visit to us. He told me he always ate his egg in the English style, right out of the shell, and I gave him the prettiest cup I own, and the silver egg scissors to take off the top of the shell, and the second egg he opened was bad.

I went straight to the man who got the eggs from and told him about the decayed egg. He said I was lucky to find only one in a case that hadn't been candled. I flamed up at that and told him that eggs that had to be candled couldn't be strictly fresh. Then he informed me that if all farmers were honest the commission merchant wouldn't be put to the labor and expense of candling all his guaranteed eggs. He explained to me that some farmers purposely hoard up their eggs till the price gets high enough, and others don't scruple to include a nest of a dozen or two that they find in the hay mow or out in the berry patch. They haven't any idea how long ago the hen stole her nest out there, and they don't take the trouble to find out whether the eggs are a day or a month old.

We saved some money through the plan, but very little, everything considered.

* * * *

St. Louis, Mo.,

December 12, 1911.

The market for Florida oranges is in the seller's favor. The average grade of fruit ranges from \$2.50 to \$3 per box, and fancy fruit \$3 to \$4.50. The receipts are in fair volume, but there is no excess. The demand is good.

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Building, Phila., Pa.

Telephones { Bell, Spruce 2808-2809
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

How's This for a Food Show Idea?

Mr. Manufacturer, if you have an idea that food shows aren't good advertising, read about this food show idea.

Not a food show in some large central hall, visited by swarms of floaters who mean no business at all—

But a food show away from the centre, in the purely residential districts, where real people *live* and buy what they eat.

Not a food show that sells space to every Tom, Dick and Harry—

But a food show that sells space to nobody whose goods aren't first approved by Harry P. Cassidy, Special Philadelphia Agent of the Pennsylvania Dairy and Food Department. Being in a show like that is a guarantee of purity and class.

We open in West Philadelphia, at American Hall, Market Street above 39th, February 6th, 1912, and stay there till the 10th. Next in Kensington, Columbia Hall, Second and Norris Streets, February 13th to 17th, 1912. Other equally choice districts later.

Mr. Retail Grocer:

Send your clerks to these Food shows and come yourself. They will be expositions of new goods, of pure goods, of goods that will be popular. There is business for you in them, as well as ideas which will make more business. Read the coupon in the corner.

Write for rates and all information to

The Pure Food Exhibition Co.

German-American Bldg., Broad and Arch Sts.

PHILADELPHIA

Retail Grocers' Coupon

Two weeks in advance of these shows a coupon will appear in this space entitling any grocer, or his clerk, to free admission at any hour if he will present it, with his card or letterhead, at the door.

Says He Thinks Parcels Post Won't Hurt Country Merchant, But No Matter if it Does

Senator Bourne, of Committee on Post Offices and Post Roads, Tries to Answer Country Merchant's Charge that Parcels Post Will Hurt Him and Help Mail Order Houses. Says that Even if it Does Hurt Him the Public Has Right to it.

The undoubted leader of the movement in Congress to pass a parcels post law is Senator Jonathan Bourne, Jr., of Oregon, chairman of the Senate Committee on Post Offices and Post Roads. Senator Bourne's committee has granted several hearings on the parcels post, hearing among others the representatives of the retail merchants of the country, who as readers hereof know, are universally opposed to opening the mails to heavy packages at rates which would give mail-order houses the entree to every nook and corner of the country.

Nothing that has been said in opposition, however, has made any difference. The Senate Committee is determined to introduce a bill, and its chairman has become an active partisan in the movement. He reveals this very clearly in an article written for the last issue of the "Saturday Evening Post," on "A Practical Parcels Post." In that article Senator Bourne takes the position that parcels post will help rather than hurt the country merchant. The following extracts have been taken from the article in question:—

It is a very natural belief and one very generally entertained by country merchants, that the establishment of a general parcels post would very greatly increase the business of mail-order houses, with ruinous results to the small retailers throughout the country. This impression, however, I believe to be groundless. Both reason and experience, in my opinion, prove that there is no cause for apprehension on the part of the country merchant.

In view of the demonstrated fact that the mail-order houses of the United States have grown up without the aid of a modernized parcels post, it is manifestly impossible to ascribe their success to a governmental service or to assume that their continued success would be materially affected thereby. An inquiry into their methods of doing business proves that their success, so far as it relates to transportation, has been achieved through use of freight rather than mail service. These establishments get their orders by mail, but they ship their

goods by freight or, in the case of small shipments, by express.

It is true that the mail-order house has an advantage in the fact that its catalogue, even if weighing five pounds, can be sent through the mails at 1 cent for two ounces, or eight cents a pound, but this is not a parcels post rate. A package of merchandise must now be limited to four pounds and postage thereon paid at 1 cent an ounce or 16 cents a pound.

Instructions given in the catalogue of every mail-order house show the methods by which these enterprises have developed their business. Customers are urged to ship by freight, and since railroads make a minimum charge based on a 100-pound shipment, purchasers are encouraged to order goods enough to make a 100-pound shipment, or get their neighbors to join in the order and thus secure the relatively low freight rate. One resident of a community thereby becomes a solicitor of business for the firm he wishes to patronize. This would not be true if he could secure his goods in small shipments.

Under a general parcels post, as at present, many of the forces influencing human action would favor the country storekeeper rather than the distant metropolitan store. A customer desiring any particular article usually wants it as quickly as possible, and whenever he can obtain it there the local store will have his patronage.

The average person would rather inspect his purchases before finally accepting them, and this he can do more conveniently by trading with the local dealer. He would rather use the telephone or give his order personally than write a letter. Presumably he will have less trouble in buying on credit from his neighbor and friend than in borrowing the cash at a bank or in opening an account with a large metropolitan store. Most customers realize that they can return an unsatisfactory article more easily if they buy it locally on credit than if they pay cash for it and its return means re-transporting it a considerable distance.

The country merchant, furthermore, would participate in an improved and cheapened method of transportation which would enable him to conduct his business with less capital or to carry a greater variety of goods.

Even if country merchants were not mistaken in the position which many of them have taken and would, in fact, be injured to the full extent of their fears, I should not consider their antagonism as necessarily fatal to parcels post legislation. In my opinion the desideratum of all legislation should be improvement of the general welfare—the greatest good to the greatest number. The rights and interests of individuals must be considered. Whenever it is clear to the mind of the legislator that an improvement can

be made that will greatly benefit the general welfare of the whole community, although its adoption means injury to individual interests, his action should depend solely on whether, in his opinion, the general welfare is sufficiently compensatory to justify the individual injury.

Improved transportation is one of the chief factors in advancing civilization. Our Post Office Department is our largest governmental enterprise. We are proud of it as a means for the transportation of letters and papers, and I hope soon to see the day when we shall be proud to compare our parcels post with that of any other country. I believe absolutely in the practicability and desirability of a general parcels post at least equal to the best enjoyed by any country. As long as I remain in Congress my vote and efforts will be steadfastly directed toward the development and improvement of this governmental function to which, in my opinion, the people of the United States are entitled.

Grocers Must Mark Broken Packages of Dried Fruits.

So Says Pennsylvania Commissioner Foust, Who Starts Five Suits Against Dealers Who Failed to Do It. Presence of Bleach Must Be Revealed to Buyer.

The Pennsylvania Dairy and Food Commissioner has brought to the front again the pure food question whether a grocer, in order to comply with the law, must mark every package of goods requiring marking as the original package is marked. The question was discussed in the last issue in connection with some work which is being done by the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware. It has always been a mooted question not only in Pennsylvania, but in every other State which has food laws.

Apropos of the subject, Commissioner Foust has sent this journal the following statement during the past week:—

Five suits have been started in western counties by Dairy and Food Commissioner Foust against dealers who have sold evaporated peaches and apricots bleached and preserved by use of sulphur dioxide, without stating on the package, as the law requires, that the fruit contains this preservative.

When the Legislature, in response to the pleas on behalf of the producers of evaporated fruits, gave the qualified permission for their sale, provided they did not contain injurious quantities of that powerful substance, sulphur dioxide, it was not intended that the public should not be induced to buy without knowledge fruits so preserved and bleached. Accordingly, there was coupled with the permission the requirement that the presence of this chemical product should in all cases be made known to the buyer by a plain declaration stamped on each package.

Dealers who ignore this reasonable requirement deserve that the full penalty of the law be visited upon them, and it is the Commissioner's purpose to bring all persons found engaging in this evasion before the courts for judgment.

Revenue Commissioner Says Oleo Frauds Are Now Confined to Retailers.

Believes High Tax on Colored Oleo Responsible. Says Manufacturers Are Mostly Obeying the Law, But Claims That Retailers Are Still Working All Sorts of Schemes.

The Federal Internal Revenue Commissioner has now joined the ranks of those who are demanding that the tax on colored oleomargarine be reduced from 10 cents to 2. The Commissioner has just filed his annual report, in which he charges that frauds are still rampant in the oleo business, not so much among manufacturers, who are now generally obeying the law, but among retailers. These frauds the Internal Revenue Commissioner charges to the large tax.

The following is taken from the report:—

Under the law the oleomargarine is permitted to be packed by the manufacturers and sold in large firkins or tubs containing about sixty pounds, with a stamp on the outside showing proper tax payment. The retail dealer would buy a small number of tubs of artificially colored oleomargarine, tax paid at 10 cents a pound. He would then proceed to buy large numbers of tubs, tax paid at 1/4 cent a pound. He would then pay the special tax as a dealer in colored oleomargarine.

The retail dealer, therefore, would sell from his tubs of colored product, and, in general, the product would be sold as butter, and when a certain number of tubs would be nearly empty the dealer would remove them, together with a corresponding number of tubs, tax paid at the lower rate, to some place in his private residence, or other place securely guarded, and there simply mix a little coloring matter in the white goods, refill the tubs in which had been colored oleomargarine, destroy the stamps on the tubs emptied of their white contents, take the refilled tubs back to his place of business and continue selling therefrom.

Field officers discovered this done in numbers of cases. Great difficulty has been experienced in securing convictions even where the facts of manipulation have been undisputed.

By the simple process the retail dealer can add 9 3/4 cents to every pound manipulated and by furnishing this to his customers when they call for butter, he can sell the product, which cost him from 12 to 15 cents per pound, for from 25 to 40 cents a pound.

The comparative immunity from detection and punishment and the great financial profit growing out of the transaction have proved sufficient inducement to cause thousands of otherwise reputable grocery marketmen and dealers to engage in the

nefarious business of defrauding the Government of its revenue and perpetrating a fraud on their customers.

It is confidently believed that the oleomargarine law is at this time

corrupting and debauching more taxpayers and affords the opportunity for greater fraud upon the public than any other statute with which the Internal Revenue Bureau has to deal.

What the "Federated Marketing Clubs" of Illinois Expects to Do

Latest Consumers' Co-operative Buying Enterprise Says Retail Prices Are 50-500 per Cent. Higher Than They Need to Be. Compiles List of Producers and Jobbers and Will Ask for Bids on Food for Co-operative Distribution.

Some information has reached this journal during the week regarding a rather important campaign to buy food products in large quantities over retailers' heads, which is taking form in Illinois. The promoters of the plan have given it the name of the Federated Marketing Clubs.

For about six months the backers of this scheme have been making, so they say, a thorough investigation into food conditions. They have just given it out that the quality of the general food supply is much poorer, even, than people think it is, and that retail prices are from 50 to 500 per cent. higher than they would be if distribution was properly organized.

The Federated Marketing Clubs are going about getting their own supplies in a thorough business-like fashion. The product of the different manufacturers is being examined, and bids are shortly to be asked for. With the facts and the figures in their possession, the problem of distribution will be tackled. The first step in the promoter's plan has been to compile a list of food producers or jobbers in various lines, which is reproduced below as a matter of trade interest:—

Apple shippers and wholesalers	1,280
Baking powder manufacturers	290
Bee keepers	1,683
Beef and pork packers	1,010
Candy and confectionery manufacturers	956
Canners (vegetable and fruit)	2,448
Canners (meat, fish)	739
Catsup manufacturers	234
Cereal manufacturers	278
Cheese and butter manufacturers	3,680
Chocolate and cocoa manufacturers	84
Cider and vinegar manufacturers	1,130
Coffee and spice mills	390
Coffee, cereal and extract manufacturers	61
Cordials	28

Condensed milk manufacturers	41
Cornstarch manufacturers ..	143
Cracker and biscuit manufacturers	202
Creameries and dairies	9,167
Essential oils and flavoring extract manufacturers	510
Flour mills	2,960
Fruit evaporators	600
Fruit growers	10,400
Fruit shippers	6,658
Gelatine manufacturers	62
Ginger ale manufacturers ..	160
Glucose manufacturers	15
Grape growers and shippers ..	2,120
Grocers' sundries	385
Jelly manufacturers	195
Lard refiners	285
Macaroni and vermicelli manufacturers	250
Mincemeat manufacturers ..	169
Mineral water bottlers	1,075
Molasses and syrup manufacturers	257
Mustard manufacturers	120
Noodle manufacturers	250
Nut dealers, wholesale	52
Oatmeal manufacturers	97
Oleomargarine manufacturers ..	50
Oyster packers	189
Pickle manufacturers	429
Poultry breeders	1,310
Poultry dealers	9,100
Poultry supply houses	171
Potato chip manufacturers ..	32
Preserves, jellies and jam manufacturers	195
Rice mills and brokers	189
Soda manufacturers	49
Tea and coffee dealers, wholesale	380
Vegetable shippers	7,985
Vinegar and cider manufacturers	1,130

Failures Show Increase in November.

Business Disasters Both in Grocery and General Store Lines Were Larger in November 1911 Than in November 1910.

The official record of grocery and general store failures for November has been received, and shows an increase in both lines.

The figures are as follows:—

General Stores.—November, 1911, 106; liabilities, \$918,505; November, 1910, 78; liabilities, \$718,907.

Groceries.—November, 1911, 182; liabilities, \$690,538; November, 1910, 176; liabilities, \$902,464.



"How's That for a Minute's Work?"

What woman could fail to get a great deal of satisfaction from her ability to make a delicious dessert in a minute?

It is done with

JELL-O

There are other preparations of the jelly powder order, but they are not Jell-O, and no woman will ever tolerate the other kind after once using Jell-O.

Nothing else is quite so easy to make up or so delicious when made up.

Seven Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y., and Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL



MAPLEINE

"The Flavor de Luxe"

Fulfills All Pledges of Quality

Delicious Flavor

AND Maintained Selling Price

Order from your jobber or
Frank A. Smith Company
105 South Front Street
Philadelphia, Pa.

Crescent Mfg. Co.
SEATTLE, WASH.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

TELL YOUR CUSTOMERS THAT

RAE'S Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

H. Kellogg & Sons
Philadelphia

WITH THE EDITOR

The consumer, after all, is king, or would be if he thought so, or somebody could get him together. **Practical, but Startling Suggestions.** The consumers' consumption alone makes distribution, and distribution alone makes markets. Three-fourths of the modern tastes of consumers are artificial and could be dropped at one hour's notice. If somebody could organize consumers, or even a good percentage of them, into an engine which could be operated with one throttle, he would have a power that nothing on earth could stand against.

Just as a trifling indication of what the consumer can do, the course of the butter and egg market during the past week will serve for the want of something better. Butter and eggs have been very high. They were getting out of many people's reach, and the usual newspaper talk has begun about them in connection with the high cost of living.

Without any organized movement whatever, the demand fell off, and both butter and eggs declined 4 cents within one week. If the demand does not improve, both will decline further, and if the demand were to shrink as much as 50 per cent., there would be a crash in the butter and egg markets which would reach to Europe.

Can anybody conceive what would happen to fresh meat if even a minor percentage of consumers stopped eating it for one week? The storehouses would not hold a fraction of the surplus, and the bottom would drop out of the market so quickly that thousands of operators would be crushed beneath it. It would be no hardship to the average consumer to abstain from meat for seven days; there are many other foods, and not only is there not one that could not be dispensed with to gain an object, but the majority could be dispensed with at one time.

There is no parallel to the mighty power of the consumer over the markets for necessities of life, if he only had the imagina-

tion to exercise it. Let him in sufficient numbers agree to abstain from the use of a given thing for even a few days, and in most cases the inevitable result would be complete destruction of the market.

The writer trusts that this power will never be exercised within his lifetime, for if not controlled it would bring fearful wreck and ruin to everything it touched. Nevertheless, in our view, any month may see such a movement born.

It is a never-ending mystery to the writer why there should be any uncertainty over the retailer's duty to mark broken packages.

A Mystery.

That the law imposes such a duty upon him, if the original package was marked, is so absolutely clear as to be not debatable. Yet no question is less settled and no rule more generally ignored.

For instance, take a 50-pound box of evaporated peaches which are bleached with sulphur. The law says they can be bleached if a statement to that effect appears on the label. Why this requirement? Because the buyer may not like fruit bleached with sulphur, and in all fairness he must be told that this is that kind, so if he wishes he can let it alone.

The 50-pound box is sold to a retailer, opened and sold from in small lots. There are persons foolish enough to contend that it is not necessary for the retailer—the small way dealer—to do what the jobber—the large way dealer—had to do, viz., put a notice to the buyer on the package. In other words, if the 50-pound box, sold by the jobber, bore the notice, nothing else was necessary, and the retailer could send out his packages bearing no notice whatever, as the consumer was charged with knowledge of what the 50-pound box bore, though he never saw it!

Of course this is supremely ridiculous, but the food departments of many States have recognized it by not strictly enforcing the law against retailers

who thus violated it. That the consumer, with his almost total lack of knowledge concerning food manufacturing methods, should be even more entitled to notice of bleach than the grocer, is as clear as anything can be. Yet the Dairy and Food Commissioner of Pennsylvania has found it necessary, as reported in another column, to criminally prosecute five grocers who didn't see it.

In another column this journal reproduces a portion of an article written by Senator Jonathan Bourne, Jr., for the "Saturday Evening Post" on "A Practical Parcels Post." Senator Bourne is the chairman of the Senate Committee on Post Offices and Post Roads, and as reported last week, has announced his intention of shortly introducing a bill allowing 11-pound packages to be mailed at very low rates.

In his article Senator Bourne admits that country merchants believe that parcels post would ruin or greatly curtail their business, but airily says he believes this fear to be groundless, for the following reasons:—

1.—The mail-order houses have succeeded without a parcels post and would therefore continue to succeed without it. They have succeeded with the use of freight transportation and will probably continue to use freight transportation.

2.—When customers of a mail-order house have their goods shipped by freight, as now, they need to make the shipment large in order to get a rate. Therefore they solicit business from their neighbors. Parcels post would lose the mail-order houses something in this respect, for it would make it unnecessary to solicit business from neighbors in order to get a low rate. This loss would be the retailer's gain.

3.—The average consumer wants a thing more quickly than he can get it from the mail-order house.

4.—He would rather see it before he buys it.

5.—He would rather order verbally or by telephone than by letter.

6.—His credit will be better with his local dealer than with the mail-order house.

7.—He can more easily return an unsatisfactory article to his local dealer than to the mail-order house.

8.—The country retailer would also have the advantage of the lower parcels post rates.

There isn't a grain of strength in the last six of these reasons. They look plausible on their face, but if they had the weight one would naturally give them they would have hampered the mail-order houses' progress before now. In spite of them all, the mail-order business has grown and prospered until it yearly takes millions of dollars from local stores all over the land.

The writer is equally inclined to dismiss the first two reasons, though they may be more worthy of consideration, because they have not been tested like the others. However, while the mail-order houses have, as Senator Bourne says, succeeded without cheap postage, they could obviously succeed a great deal better with it, for the reason that mail rates are the same for one mile or a thousand, while the further one freights, the more he pays. This gives them the United States for a territory and surely more than makes up for any loss they might have through the fact that customers would no longer need to solicit among their neighbors in order to get cheap transportation.

Short Weight Butter in New Jersey

In a statement made on Wednesday last, State Superintendent of Weights and Measures William L. Waldron, of New Jersey, declared that the people of New Jersey are defrauded annually of fully \$1,000,000 through the sale of short weight butter. He said that the shortage in the weight of butter prints averages from five-eighths to two ounces on the pound. About 70,000,000 pounds of butter are consumed in that State every year.

Written for the "Grocery World and General Merchant."

Says Figuring Profits on Cost Price Brought Disaster to Indiana Retailer

Western Contributor Tells of Case in Which a Retail Merchant Who Thought He Would Make \$2500 This Year, Outside of His Salary, Has Really Lost \$1125. Blames It on Figuring Profit on Cost and Says It Should Be Figured on Selling Price.

Here is an incident which suggests a reason for the many failures among retailers. The story was told in a letter to the service department of a large manufacturer of store equipment.

The retailer, whose name cannot be given because it might affect his credit, is in business in Indiana. He thought until a week or so ago that he was going to make a good profit this year in addition to his salary, but he has discovered that he has actually lost \$1,125.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,450. Doing cash business, I had no outstanding accounts, and my accounts payable amounted to only \$50. Assets \$4,550. Liabilities \$50.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable against me aggregated \$975. I have drawn nothing from the business except my salary of \$100 a month. Assets \$3,850. Liabilities \$975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent. and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make me 10 per cent. profit on.

"But I find my inventory smaller, my bank balance smaller, and my debts bigger at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit, but my year-end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his

profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote figured out the problem for him. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25. Suppose his cost of doing business was 22 per cent. and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of \$2.25, and thought he was adding 10 per cent. for profit!

He had estimated his cost of doing business, of course, as 22 per cent. on his gross business, or on the selling price of the article. Instead of allowing 22 per cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, 1 cent more than both the amounts he added.

Here is the difference: The article was sold for \$2.97 or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on \$3.31 is nearly 73 cents; 10 per cent. on \$3.31 is a little over 33 cents. Adding 73 and 33 gives \$1.06. Adding this to \$2.25 gives us \$3.31.

W. E. LEEVER.

Detroit, Mich.,

December 12, 1911.

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, since this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

The New York Letter

Mincemeat Manufacturers Dispute Official Standard. Mr. Arbuckle's Need for Assistants. Various Trade Items and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Dec. 14, 1911.

What is mincemeat? That is one of the late questions that has been raised and it seems timely at this season of the year.

The manufacturers have organized at a meeting in this city and take issue with the official definitions that have recently been made and also question the right of the official body to create or enforce standards.

The principal issue, from a practical point of view, seems to be whether or not mincemeat must have at least 10 per cent. of meat in its composition. This the manufacturers deny and they claim that they ought to know something of what materials are really required. They claim also that if mincemeat must contain 10 per cent. of meat it will cost much more than at present and many people will cease to buy it if it gets too dear. One of the manufacturers estimated that from 5 to 7 per cent. is the proportion of meat in about three quarters of the mincemeat now sold.

If the product must be made richer in meat, it is argued that there will be practically no mincemeat for the poor man. It is also pointed out that if the authorities now have a right to require a proportion of 10 per cent. there is nothing to prevent them from raising the standard to 15 or 20 per cent. a little later.

The decision requiring 10 per cent. was made by the Board of Food and Drug Inspection, of which Dr. H. W. Wiley is chief, and was promulgated as a tentative decision.

The Board admits in its statement that the subject presents difficulties, as there necessarily must be wide differences in opinion and practice among makers of mincemeat as well as among the consumers. The Board concluded, however, to stand by the prior definition promulgated by the Association of Agricultural Chemists and adopted by the Association of State and National Food and Dairy Departments three years ago.

This definition, it is claimed, is based on information obtained from a large number of grocers, bakers, hotelkeepers and housekeepers. It is further claimed by the Pure Food Board that the decision is fair and reasonable and will assure a wholesome product of substantial food value. The definition is:—

Mince, mincemeat, is a mixture of not less than 10 per cent. of cooked comminuted meat, with chopped suet, apple and other fruit, salt and spices, and with sugar, syrup or molasses, and with or without vinegar, fresh concentrated or fermented fruit juices or spirituous liquors.

The manufacturers met in the Hotel Rector Saturday and adopted a letter of protest against the decision. This letter will be sent to the Commissioners, comprising the Board, and it is hinted that the manufacturers may appeal further if their present protest is not effective.

Walter J. Carlin is counsel for the manufacturers and explained, after the conference, the nature of their objections to the proposed ruling.

Mr. Carlin said that Congress has refused to give Dr. Wiley's Board power to decide and enforce standards, but the doctor has always claimed the right to promulgate definitions. The present decision, said the attorney, is an effort on the part of the Board to do indirectly by means of a tentative decision what it has no power to do directly.

Objection was also made by the manufacturers to the divergence in State laws which were said to make it almost a hopeless tangle for the manufacturers trying to comply with all of the regulations.

There was also criticism at the conference of the legal methods of the Pure Food Board. This Board, it was said, when it loses a case against a food manufacturer instead of appealing to a higher court, as is done in other departments, simply drops the case and begins another, involving practically the same issues, in another court or in another part of the country.

The conference appointed an

Executive Committee to consider ways and means to form a permanent national organization of mincemeat manufacturers in this country. The Executive Committee is as follows: Temporary chairman, Richard B. Beamont, New York; temporary secretary, W. B. Cherry, Syracuse, N. Y.; H. H. Logan, Boston, Mass.; W. B. Gere, Syracuse, N. Y., and W. J. Carlin, counsel, New York.

The following concerns took part in the meeting: Logan-Johnson, Boston, Mass.; Gordon & Dilworth, New York; Wood & Selleck, New York; Richard B. Beamont, New York; Atmore & Sons, Philadelphia, Pa.; Whipple Co-operative Co., Natick, Mass.; H. C. Gutchess, Port Byron, N. Y.; J. E. Brick, Crosswicks, N. J.; American Preserving Co., Philadelphia, Pa.; Ervin A. Rice Co., Chicago, Ill.; W. H. Marvin, Urbana, Ohio; Merrell-Soule Co., Syracuse, N. Y.; Hirsch Brothers & Co., Louisville, Ky.; Joseph Middleby Co., Inc., Boston, Mass.; Goodwin Preserving Co., Louisville, Ky., and Armour & Co., Chicago, Ill.

That retailers are not responsible for the high cost of living was the subject of an exhaustive address delivered at Tuesday evening's meeting of the United Retail Grocers' Association of Brooklyn, by B. Bischof, the Court street grocer, who was formerly the president of the association. Mr. Bischof reviewed the present conditions thoroughly and showed that retail grocers are making no exorbitant profits, and that the increased cost of living is not to be placed on their shoulders.

Secretary Monagle, of the American Specialty Manufacturers' Association has returned from a Western trip, at which he attended meetings of the auxiliary associations in Buffalo, N. Y.; Cleveland, Ohio; Detroit, Mich., and Pittsburgh, Pa. In all these cities he reports that there was a gratifying attendance and interest. Banquets were given in Buffalo, Pittsburgh and Cleveland. Addresses were made at these banquets by members and by representatives of the manufacturers and jobbers.

The association's new executive committee has been appointed by the president in pursuance of a

resolution adopted at the recent convention and this committee will hold its first meeting Friday of this week in order to take up various lines of work and make plans for carrying into effect the resolutions of the convention.

The new committee is composed of Walter H. Lipe, of the Beech-Nut Packing Co., president; Louis H. Soule, of the Bon Ami Co., treasurer; C. E. Pickett, of the Pacific Coast Bora Co.; E. E. Gridley, of the Minute Tapioca Co., Orange, Mass.; Craig Atmore, of Atmore & Son, Philadelphia; A. R. Wendell, of the Wheatena Co., Rahway, N. J.; E. Ruhling, of the Anger Baking Co., New York.

Another company with a big capital stock was incorporated in the last week. It is the National Pure Foods Co., Jersey City. The certificate of incorporation names as the incorporators B. S. Mantz, L. H. Gunther, J. R. Turner, all of Jersey City. The authorized capital stock is \$5,000,000.

A certificate has been filed incorporating the Hillis Cereal Mfg. Co., Brooklyn, N. Y.; incorporators, R. Hillis, W. J. Hillis, J. A. Willis, all of Brooklyn.

A warm compliment was paid to its officers by the New York Retail Grocers' Union, which at its meeting in the last week re-elected the entire list. The members were of the opinion that there was no room for improvement, so no change was made. George Stadtlander, the president and his associates, were naturally pleased with this manifestation of confidence and approval.

Water in canned goods is getting the attention of the Federal Pure Food Board. It is said that the Board has several agents collecting data as to the proper proportion of water to be allowed in canned fruits and vegetables and that a report on the subject will be forthcoming.

A fine of \$500 was imposed this week in the Court of Special Sessions on Isaac Silverman, 25 Vernon avenue Brooklyn, a milkman who had been convicted of the sale of adulterated milk. It was said that this was the fifth time that he had been before the court on similar charges.

John Arbuckle, the sugar and coffee merchant, returned from Europe last week and was asked about his advertisement calling for capable assistants. He said that his nephew, William A. Jamison, who represents him, has been working too hard. Mr. Arbuckle said that before he went away he spoke of getting assistance for Mr. Jamison, but did not explain his plans for getting such assistance.

He said that he expects to get some first-class men who will be equal to the job.

He said that it is his intention to go to Washington and fight for a reduction in the sugar duties. While he feels that he is not willing to work ten hours a day, as formerly, yet he says that he can put in six hours a day of as good work as he ever did. He has no intention of retiring from active business, but wishes to give more time to various philanthropic causes in which he is especially interested.

The American Sugar Refining Co. has been defeated in a preliminary round in the legal battle begun by the Government for its dissolution. The United States Circuit Court this week overruled the demurrer of the defendants.

The case will accordingly go to trial. The Government claims that in the year preceding the beginning of the suit the defendant and the 29 subordinate and associated companies sold and distributed 70 per cent. of all sugar sold in this country. Illegal combination and conspiracy to control the trade are alleged.

A letter has been sent out by R. G. Wagner, Milwaukee, Wis., the president of the Wisconsin Sugar Refinery, saying that the propaganda for tariff reduction on sugar is not supported by the grocery trade, but by the Federal Sugar Refining Co. and other refining interests who wish to check the growth of the domestic beet sugar industry. He said that it is the coming into the market of the domestic beets that has checked the recent high prices and interfered with the plans of speculators for making big speculative profits in sugar; and that after the industry gets its full and proper growth extraordinary profits will be made impossible,

and thus the consumers will be fully protected.

Facts, causes and remedies in connection with the cost of living are to be examined by an international commission if a resolution of the New York Chamber of Commerce meets with response in other countries. The Committee on Finances and Currency has charge of the subject, as a result of action taken at the regular meeting of the Chamber Monday. When the Chamber of Commerce does anything there is sure to be a vast amount of information and statistics collected and so there is a prospect of the subject receiving considerable illumination.

SUMMARIZED MARKET CONDITIONS.

In the spot coffee market the conditions are quiet and apparently are not much affected by

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents.



Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell.

Swift & Company, U. S. A.

Use Duplicate Salesbooks



Save one-half your Bookkeeping.

Avoid Errors and Disputes with your Customers.

Two bills at one writing—they must correspond.

The customer gets one—you have the other.

We print your business card on each sheet and number each sheet in duplicate.

We furnish you Leather Covers for each Salesman free.

Our Factory is equipped with all the latest and improved Machinery, and you will be surprised at the very low price we can quote you on these books.

Write us for sample and prices.

E. C. Fell Manufacturing Co.
1112-14 Sansom Street
Philadelphia, Pa.

Holiday Trade

The Grocery Store which is decorated in a seasonable fashion, which is brilliantly lighted—interior and exterior—which means **Electrically lighted**, will secure far more than the average share of the holiday trade.

Electric Decorative Lighting Outfits, used in conjunction with greens, garlands, wreaths, etc., are exceedingly effective. Make your arrangements now. Write or phone to

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.

NOTICE!

If you do not already use a



Dreyer Automatic Banana Rack

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON
2256 West 95th Street
CLEVELAND, OHIO

recent speculative activity in futures. From some parts of the country there is said to be increased inquiry for prompt delivery, but in small lots. The distributors, as a rule, seem to be buying only for present requirements. The small deliveries to the interior indicate the generally cautious disposition that prevails. Mild grades are easy in tone, reflecting the reports of an active crop movement.

The demand for tea covers the list at steady prices. Among the brokers more attention is being paid to low grade Congous, as it is supposed that the Chinese revolution may affect the manufacture of brick tea for the Russian trade which will then turn to other supplies. In most respects, the market is quiet, as is usual at this season.

In spices, an increased demand for black pepper is reported, with firmer prices as a result of some especially heavy sales.

Canned vegetables are moving slowly. There is little movement in any line at present. Prices of canned tomatoes appear to be too high for much speculative buying, and as retailers are sparing in their orders, jobbers are taking supplies only as required. The general quotation of standard No. 3 Marylands is \$1.10, but occasional carloads may be had for 2½ to 5 cents below this figure. Holders as a rule, however, have firm views as to values and are not anxious to sell. There is no special demand for corn, which is steady in price. Fancy grades are especially firm. Peas are somewhat in demand, but the volume of business at the high prices is small. Other staples are quiet and firm.

There is a light jobbing demand for California fruits. The spot supplies are light and there is no selling pressure from the coast so that prices are firm. Southern fruits are in light supply at steady prices.

Hints have been received here of a speculative movement in dried peaches. The movement is apparently engineered at primary sources and aims probably at closer concentration of the remaining portion of the present year's crop. There is a firm feeling as to apricots, although sales are small. Spot prunes are strong with an upward tendency. The reports from the coast are to the

effect that the supply on hand is the smallest on record for this time of year. Europe is said to continue its purchases at full prices. California raisins of all kinds are firmly held, but the amount of business is light. Foreign raisins are firm, but not in much demand, because of the high prices. Currants are quiet but firm. Dates are active.

Flour is quiet and it is generally expected that the dull conditions will last for a few weeks. The low prices may attract some trade, however, from time to time. Stocks are said to be generally low in distributors' hands and this is taken to mean that there must be steady buying to meet the actual consuming demand so that the total may make a good average. The prices of the spring

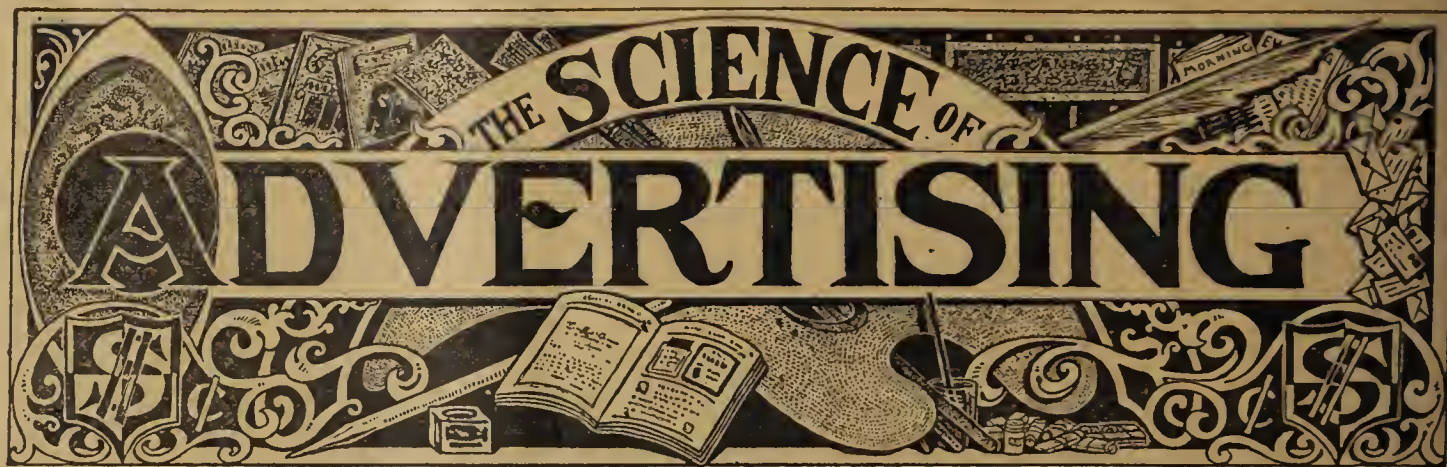
wheat patents range from \$5 to \$5.25 in wood. Winter wheat patents sell from \$4.80 to \$5.

Butter, after a lively advance last week, fell back a little. The trading is now cautious and the tone of the market is steady. Buyers are more critical as to quality of arrivals. Storage creamery is so near to the price of fresh butter that it has not been selling well, but holders have confidence in the future demand. The specials are now bringing 35 cents. Extras are freely offered at 34 and firsts at 32 to 33 cents. The held butter is ½ cent to a cent less for these grades. There is some sale of process specials at 26½ to 27 cents.

After the recent activity there has been a cautious tendency in

the egg trade. Prices are not as high as they were. Reports are received of large shipments in transit, but actual arrivals of fresh eggs of good grades are light. Storage eggs are dull. Many dealers bought freely during the flurry and are now holding off. The fresh gathered extras are bringing 38 to 40 cents; extra firsts, 34 to 35; firsts, 31 to 33 cents. The refrigerator eggs, special marks, are held at 24 to 25 cents; firsts, storage paid for season, 22½ to 23. The nearby fresh gathered eggs get high prices, especially the henmy whites, the fancy large grades of which bring 48 to 50 cents. Fair to good grades of these white eggs are quoted at 40 to 45 cents; ordinary grades, 35 to 40 cents.

FRED. A. MCGILL.



—N. Y., Dec. 11, 1911.

Editor "Science of Advertising."

Dear Sir:—Please give me, confidentially, your views on a plan which has just been submitted to me as well as to other local merchants in all lines. We do not want our name or address published.

We have no local paper published here, although both of the county papers have a fair circulation here. As we have a population of nearly 1,500, however, we feel that we ought to have a sheet of our own, and the proposition has been put up to the local business men to finance same. The backer is a young newspaper man from Albany, who claims to have complete experience in the newspaper business. He estimates that he can start a weekly paper with a capital of \$1,500 cash, and he will put in \$350 of his own. The balance would be subscribed for by the local people, mostly merchants, in sums of about \$100 each. The promoter, as an extra inducement, agrees to give all the business men who subscribe, their advertising for one year at actual cost. I am very favorable to the plan, but being new at such things, write to ask for your opinion. The paper would be issued every Saturday and would have four pages. The promoter seems like an energetic young fellow and I believe he would make it go.

Respectfully yours,

* * * *

I have had some experience in enterprises similar to this, and believe this one ought not to be looked on as an investment at all.

It ought to be looked at from the standpoint of local pride. If your town needs a paper it ought to have it, but it might never get it if the local merchants didn't help. They ought to help not as one helps the Pennsylvania Railroad by buying its stock, expecting a regular dividend, but as one gives to a public movement, which may or may not bring money returns, but whose very existence is a substantial return.

* * *

The plan of giving merchants who subscribe, their advertising for a year at cost is a bad thing in my judgment. For a while the paper will get nothing but local advertising, and if the majority of local merchants subscribe, the paper will be carrying most if not all its business without profit. The subscribers should not agree to this, in my opinion. They will be doing themselves and the paper a far better service if they insist upon paying the paper, from the very beginning, a fair margin over cost, for they will give the paper a much better

chance for success, which is a benefit to themselves as well.

As an advertising medium the only local paper in a town of 1,500 might well have considerable value. Not only could it circulate in the town itself, but there is always territory outside into which it could go. Naturally as 1,500 people means only about 300 families, its circulation within the town would be limited to that number, but, including outside territory, it should eventually reach 500 copies. A carefully read circulation of 500 copies ought always to bring results from the right sort of advertising.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

"I Don't Care, It's Up To Him."—Did you make that remark lately? If you did let it be the last. It was made by a certain clerk a few days ago openly in the private office. Being an open confession and the fellow himself being somewhat mistrained in his previous position, a little instruction was in order. This is what he was told: Whenever a man says, "I don't care" he's ready for another job. But you're an exception. You are young and have never been taught the broad side of business.

Our men do "care"—and so will you.

You are now, relatively, as much a part of this concern as you are that of the family of five boys and girls that you say your home consists of.

We want you to give us proportionate loyalty. Do you think the money you will get to-morrow night in your envelope is merely a recompense for waiting upon the people that come to your counters? Not at all.

It's for that—and more. It's for your help to make every detail of this business a credit to you and us. This is your first lesson by us in what is called business ethics. Do you understand it? Yes, sir.

LITTLE THINGS THAT PLEASE.

Fold Your Bags and tie them squarely, especially when the bundle is to be carried by the customer.

Wrap Up the Printed Coffee or Tea Bag.—No matter how artistic it may be, people don't like the idea of advertising your specials.

"I can send that package with your order and save you carrying it."

"May I tie those other bundles together for you? I see you have quite a number."

"Don't bother—I'll send it out

to the trolley, which won't be due until 5 minutes."

"I see your automobile is in front. The boy will take this out."

"I notice some very fine endive out front. I thought you would like to know we had it."

"Why, how do you do, Mrs. Murphy? How is everybody at your house?"

"Good afternoon, Mrs. Cohen. Do you know, I thought of you the other morning when that tomato sale was on and put you down for a dozen cans."

"Hello, Mr. Wilson. Just the man I want to see. I have a case price on canned goods."

Selling 10-Cent Corn.—Don't spread yourself on 10-cent corn nor on anything indeed unless quality is back of it. A clerk said not long ago, "This corn at 10 cents is just as good as the 15 cent." You'd call that a pretty bad break.

But it was later discovered that this clerk "himself" was a bolter.

A bolter is an individual who has teeth in his mouth because they grew there. When his dish of corn is passed to him—down it goes.

Of course the 10 is as good as the 15—to him.

The best corn is chewable and has a creamy taste. The "cheap," as you have noticed, is fibery and in desperation you let it go down.

But it doesn't do to tell everybody this.

Keep the fibery story for the right people. The wife of the man that digs for his dollars will be apt to go over the way if you spring much creamy corn talk on her.

Do you see the point?

Florida grapefruit has advanced owing to scarcity, the present range being \$4 to \$6. The quality of grapefruit is very fine this year.



MERRELL - SOULE
NONE SUCH
MINCE MEAT



MERRELL - SOULE NONE SUCH MINCE MEAT



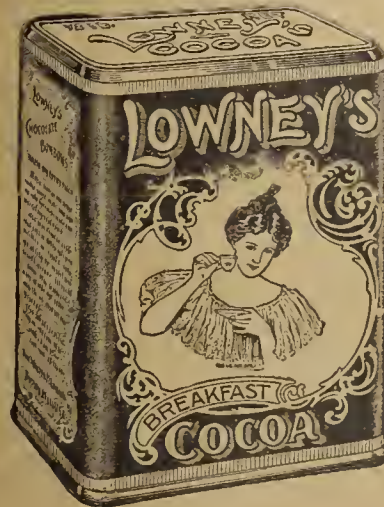
MERRELL - SOULE
NONE SUCH
MINCE MEAT

The grocer who makes a study of his mince meat trade will push Merrell-Soule None Such Mince Meat, not only because it pays, and is a tight, clean, handy package to pass out, but because he finds that it *always satisfies*.

We guarantee it to conform to all food laws, and we'll buy back any package that spoils.

BEEN AT IT SINCE 1884

MERRELL SOULE &
SYRACUSE, N.Y.



More and More

The Demand

is growing for reliable goods, for widely advertised goods which must be good, or they could not be advertised year after year. "You can't fool the people all the time."

Lowney's Cocoa

and Premium Chocolate for baking and cooking are the kind that the public believes in. The Lowney name has been favorably known for twenty-five years. We are constantly telling them that we make superfine goods and they have had the best reasons to believe it. The grocer gives his customer satisfaction and makes a fair profit too in Lowney's.





CXXXIII.—The Real Meaning of a Bill of Lading.

Almost every business man, large or small, uses bills of lading more or less, either by receiving them when he ships goods, or having them forwarded to him when he receives goods, yet my experiences show that there is very little accurate information as to what a bill of lading really means. By most users it is looked on as a receipt, which indeed it is, but it is more—it is the sole contract between the transportation company and the person shipping the goods.

Here is a good working definition of a bill of lading: "A written acknowledgment signed and given by a railroad (or boat) company, that it has received certain goods which are described in it, from the shipper, which goods are to be transported on the terms therein expressed, to the described place of destination, there to be delivered to the consignee also named therein."

Practically all transportation companies, meaning especially railroad and steamship companies, issue bills of lading when goods are received for shipment. They are frequently written up in a very careless manner, however, and sometimes the blame for this lies with the road and sometimes it lies with the shipper. Considerable experience in these lines has taught me that the most fruitful cause of the many legal controversies which are constantly arising over the carriage of merchandise is the failure to properly describe the property shipped in the bill of lading. Railroad clerks or agents are often careless about this, but other times the shipper is at fault for not supplying sufficient details. A bill of lading should plainly contain the names of the consignor and consignee, the place of destination, and in addition to these items it

should set forth a complete and adequate description of the kind, quantity, value, quality and condition of goods shipped. No shipper should accept a bill of lading which does not contain these details, provided he has supplied them to the railroad company.

A shipper can either set forth the name of the consignee in the bill of lading, or he can consign the goods to himself, including a provision to notify the person who is really the consignee, upon arrival. This is frequently done in order that the shipper can keep title to the goods in himself until such time as he can safely let it go.

The law is very clear that the bill of lading is the contract between the parties, and that the shipper is bound by its contents if he accepts it, even if he doesn't read a line. And as a matter of fact I have never yet found a shipper who did read his bill of lading. I have many times had occasion to ask whether given shippers had read the provisions of their contract with the railroad company, but never yet have I found one who had. There may be some, but I haven't come in contact with them.

The weight of judicial decision is that the shipper who accepts a bill of lading from a railroad company—and of course he accepts it as it is his only receipt—he is bound by everything it contains, even though he doesn't sign it. This includes the fine print on the back, which he may not even see. If he accepts, the law considers that he has assented to all the terms.

The carelessness of shippers in unthinkingly allowing themselves to be put into positions like this is all the more remarkable when it is remembered that the railroad

companies always introduce into their bills of lading all the provisions they can possibly crowd in there to relieve themselves of responsibility. Among these are provisions regulating the time within which claims are to be made—a point which it is vitally necessary for shippers to know.

A bill of lading is almost as negotiable, though not quite, as a promissory note. That is to say, it can be passed from hand to hand, and each time the title to the goods it represents passes with it. Usually a bill of lading is transferred by endorsement and delivery to the person who is to take it, but it can be transferred by delivery alone if the intention is to pass title to the goods.

A favorite method of transferring the bill of lading in this day is to send a draft on the consignee through some bank, attaching the bill of lading to the draft. The consignee pays the draft and the bill of lading is delivered to him, whereupon he can go to the railroad and get the goods.

A railroad will practically always deliver the goods to the person holding the bill of lading, if they have not been stopped en route.

I shall say something about stopping them en route in the next article.

(Copyright, December, 1911, by Elton J. Buckley.)

Question: Gohl & King, Williamsport, Pa.—Will you kindly advise us on this subject: We bought three cars of corn from a broker in the Bourse. Two cars were delivered on time and the last one, when the time came, was not delivered. In thirty to forty days we advised him and he told us he had no corn in sight, but said we should buy a car and charge him the difference. Can we collect same, or what bearing

does it have on him as a member of Bourse floor doing business? Is this claim collectible? We hold the confirmation of the sale.

Answer.—Your claim is perfectly good and collectible, always provided the broker is financially responsible. As a matter of fact, he has simply agreed to give you the damages which the law would compel him to give you anyway. In other words, when a seller defaults in the delivery of goods sold, the buyer can sue him for the difference between the price at which the goods were sold to him and the price which he would have to pay if he bought elsewhere. Obviously that represents the damages he has sustained by the seller's violation of contract. So that when the broker told you to buy your car elsewhere, and if you had to pay more, to charge him with the difference, he merely agreed to give you your legal damages.

My advice is to do exactly as he directs, and to send him a bill for the difference.

Question: * * *, New York.—I have this day made an agreement (copy enclosed) with the McCall Pattern Co. I have considered over the matter and am sorry I made the agreement. If I cancel the order and refuse to take it what can they do with me?

Answer.—Do you think this is quite fair? The time to "consider over" a contract is before, not after, you sign it. Presumably you did give it some consideration before you signed it, and if you then signed it, you ought to stand by your bargain.

The contract is one to become a sort of agent for McCall's patterns, on terms set forth. The clause regarding the penalty for violation provides that the party violating shall become liable for a sum equal to two-thirds of the agreed charge for all goods the contract provides shall be delivered during the remaining term of the contract after said violation takes place. That is, you have bound yourself to pay, in case of violation, two-thirds of the sum you would be obliged to pay, during the balance of the contract, if you complied with it.

If you can get your cancellation in before they ship you any goods, the chance is they will do nothing about it, though I repeat, your attitude is hardly one you

ould want a party to a contract
o take with you.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Contributed.

The Retail Grocer, the Trusts and the Mail Order Houses.

President National Retail Grocers' Association Says if All Trusts Were Like Oil and Tobacco Trusts Retail Grocers Would be Killed Off in Short Order. Grocers and High Living Cost. The Manufacturers and the Mail Order Houses.

The oil and tobacco trusts are the most greedy the retail merchant has to purchase from because they generally sell the consumer and retailer at about the same price. They maintain retail stores in nearly every city in the country. If the other manufacturers of the country adopted the tactics of the trusts mentioned the end of the present year would see the end of the retail business in this country, with perhaps higher prices to the consumer, as they take all the consumer will stand now without driving him on the warpath. There are some others whom I might mention would time permit who are just as bad. The retailer has to handle the commodities produced by these trusts for the accommodation of his customers. They are sold by him on credit at a loss.

The retail price of package goods is generally fixed by the manufacturer, who advertises broadcast in every conceivable manner so that "he who runs may read." That price generally provides a living profit for the retailer. Unfortunately there are exceptions, like the trusts mentioned, who hog all.

It is reported in the newspapers that Congress is again going to probe the retail business with a

view of finding the cause of high prices. The last probe was inserted among the poorer classes who buy groceries and meat by the ounce, fuel by the peck, and on credit. These tests were absolutely unfair to the average retail merchant who sells goods in larger quantities and at much lower prices of course. This evidence all appeared in the Congressional record and at that time it was boldly announced in the daily papers and magazines that Joe Cannon's committee was on a fresh scent and in close pursuit of the cause of high prices and likely to capture him at any moment and save the country. The only mystery I ever saw about the retail business is that there are not more failures. The commercial agencies now report that 8 per cent. of the retail merchants are making a living.

The straw that broke the camel's back was put on me the other day when a friend of mine brought in a big catalogue to prove that the consumer buys the same goods, by the single case, as cheap in Chicago as I could buy it in St. Paul by the carload. Then I did agree with Shakespeare when he said, "What fools we mortals be." Because I knew that the mail-order houses would give one hundred times more for the scalp of a manufacturer than they would for the scalp of a retailer, and yet it is strange that some of the manufacturers who have walked hand in hand with the retailer for the past fifty years and accumulated a fortune through this connection should now nurse the mail-order viper to their bosom until they are strangled by allowing these houses to use their well advertised brand as a leader until such time as they have educated the consumer to the use of their own brand.

JOHN W. LUX,
President National Retail Grocers' Association.
St. Paul, Minn.,
December 14, 1911.

GERALDSON'S FIGS

AND OTHER

DRIED FRUITS IN CARTONS

are the best sellers ever offered to the grocery trade. Have many advantages over other style packages. Write for prices, and try a trial order.

GERALDSON FRUIT CO.
WINTERS, CALIFORNIA



SKIPPER SARDINES

A GOOD THING

SKIPPER SARDINES are the finest Norwegian Sardines that come to this country, from a land that packs the finest Sardines in the world. Tender, spicy little fish in pure olive oil or tomato sauce. Your customers are sure to like them.

There has never been a Sardine success like SKIPPER SARDINES; why? First, because of quality, of course, but second, because we guarantee both the sale and your profit.

Angus Watson & Co.

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

Nothing Like the Real Thing



If you have let real gelatine slip to make place for some of its substitutes, you will be surprised to see how eagerly people take it up again.

Nothing is like pure old-fashioned gelatine, of which Chalmers' is the leader. The finest, cleanest, purest materials.

Try just a little of it on your trade.

JAMES CHALMERS' SON

WILLIAMSVILLE, N. Y.

H. P. TAYLOR, JR., Sales Agent, Richmond, Va.

Mr. Grocer, of course you have noticed the Heinz advertisements appearing in the different magazines throughout the country, during the past few weeks.

Are you explaining to your customers the difference between Heinz Mince Meat and the kinds usually made?

Do you realize that by keeping in stock an assortment of the 57 Varieties, it helps to create an impression with your customers that you wish to cater to the best trade?

Remember that Heinz goods are guaranteed to please, and that you are authorized to refund full purchase price, should any of your customers fail to be pleased with them.

Heinz Mince Meat and Heinz Plum Pudding are being extensively advertised just now, and a good stock of these should be kept on hand to supply the demand.

Other seasonable goods are Heinz Apple Butter, Preserves, Tomato Soup, etc.

H. J. Heinz Company

THE STROLLER'S COLUMN



What D'ye Know About This?

I had a little argument with a food inspector in a store up State last week, but as it came out afterward, he was right and I was wrong. I ain't often wrong, and when I am I always come right out like a man and admit it—after the thing is proved up on me.

This was a grocery store, and the inspector got in just after I did. It was about noon and there wasn't any customers about—I was standing at the counter talking with the boss.

The inspector handed over his card and the grocer told him to go as far as he liked. Then he went on talking to me.

The inspector browsed around the store, and in a minute he called out:—

"Here, you've got no right to sell these pickles."

The grocer went back and the inspector pointed to about a dozen bottles up on the top shelf.

"You must have had them in stock for two years," he said. "They were condemned long ago. Got too much alum in."

"I have had them on hand for a good while," said the grocer, "but not two years, I'm sure. They didn't sell, so I put them up there out of the way."

"Makes no difference," said the inspector. "You've got no right to have 'em in your store. They're bad goods. You ought to have known that."

This is where your uncle butted in. I wouldn't have done it if he hadn't looked straight at me. You've run up against that sort of fellow that takes everybody into his conversation, whether he knows 'em or not? This was one of that kind, and as he thought he could talk to me without having a knock-down, I thought I could do the same to him.

"How could he know?" I asked.

"Easy," said the inspector. "It

was published that they had to pay a fine. That's enough, ain't it?"

"Whereabouts was it published?"

"In the State Bulletin."

"I never saw any State Bulletin," put in the grocer.

"That's *your* fault," said the inspector. "You could have seen it—every other grocer in the State sees it. Why don't you send your name in?"

"To tell the truth," said the grocer, "I never thought about it."

"No," said the inspector. "But you ought to have thought about it."

"How was he even to know there was a bulletin?" I put in again.

"How was he?" came back the inspector, "don't he read the 'Grocery World.' That paper prints about the bulletin all the time. Chance is they printed about these pickle people paying fines, too. Don't you read that paper?"

"I haven't been," said the grocer.

"You see it's your own fault entirely," said the inspector. "You haven't kept posted. I'll bet there's a big lot of stuff in your store that's just as bad as the pickles. I could haul you up for them, but I ain't going to this time, I'll simply warn you. You'd better get rid of 'em before I come around again, though."

Then he went out. He was real sharp about it, and his manners were on the bum, but nobody couldn't say he wasn't right.

"Old man, he had the goods on you," I said when the inspector had gone.

He was all worked up.

"You take it from me!" he said, and his voice actually wobbled,

"I'm going to get out of this busi-

ness! It's as bad as living over a volcano! How am I to know what's good and what's bad?"

"He told you how you could know," I said.

"Well, I can't spend the whole day reading up!" he said, "I'm a busy man."

"You'll be busier if he comes along next week and carts you off to the police station," I said, trying to soothe him. "There ain't a bit of help for it—you can't buck those people. Why don't you get a guarantee with everything you buy? Didn't you get a guarantee with those pickles? If you did, why didn't you show it to him?"

"It's been so long ago I don't know anything about it."

"It's a big mystery to me," I said, "that you ain't been pinched before. You simply ain't paid any attention at all, have you?"

"I buy my goods of what I believe to be good people, and I supposed they guaranteed everything," he said.

"D'ye mean you've never watched out for the guarantees at all?" I said.

"No, I haven't," he said.

"Well, by George!" I said, "it's a wonder you ain't gone to the pen for life! The Lord's certainly been good to you all right! Living over a volcano! Gee whiz, you've been camping right in its mouth! The best thing you can do is to go over your stock from beginning to end—I wouldn't lose a minute!"

What d'ye know about that, anyway? I didn't know there was a grocer as careless as that left in the whole State.

THE STROLLER.

Fred. Mason Now Vice President
Shredded Wheat Co.

At the meeting of the Board of Directors of the Shredded Wheat

Co., held in Niagara Falls last week, the general manager, Mr. Fred. Mason, was elected "vice-president and general manager" of the company. Mr. Mason will still continue as general manager, the position he has filled with ability and success during the past year, but as vice-president he now also becomes one of the officers. The Directors declared the usual quarterly dividend of 1½ per cent. on preferred stock and 1 per cent. on common stock, which is at the rate of 6 per cent. and 4 per cent. respectively. Furthermore, in view of very satisfactory business, the Directors felt warranted in declaring an extra dividend of 1 per cent. on the common stock, payable as of January 1st. This extra dividend together with the regular dividends will be paid out of the earnings of the company for 1911.

MAGAZINE NOTES.

A delectable mental repast, with a fine Christmas flavor, is offered to the literary epicurean by the December "Lippincott's." It is strong, interesting and well-balanced.

The complete novel is an unusual story by Charles Egbert Craddock, author of "The Fair Mississippian," "The Prophet of the Great Smoky Mountain," and other well-known books. The title is "The Ordeal," and the scenes are laid in the South, local color and the peculiar characters of the region being depicted with rare fidelity. The theme of the story is a decided novelty, and the interest is intense until the very striking dénouement.

There is other fiction in plenty, some of the short stories worthy of especial mention being "The Child Who Had Everything But," a whimsical Christmas tale by John Kendrick Bangs; "Red Bird," a charming story of an old Southerner's love for his horse, by Elizabeth Maury Coombs; "The Fashioning of Florence Isabel," about an English slavey and the queer things she does, by Edith Ayrton-Zangwill; "The Whistle," descriptive of circus life, by George L. Knapp; and "Christmas Eve at Sedecake Hall," a social satire, by J. J. Bell. Two delightful sketches which are really fictional in quality are "A Hole in the Wall," by Mrs. John Kendrick Bangs, and "The Christmas Book," by Edwin L. Sabin. In the Department, "Short-Story Masterpieces," will be found Ludovic Halévy's "The Insurgent," with an introduction by the editor.

Send for this Money-making Book.

The American News Co. inform us that they will be pleased to supply any storekeeper interested in periodicals with the American Subscription Catalogue, which, if judiciously distributed, would act as an accommodation to their customers, besides affording profit to the storekeeper.

Send your request to the above-mentioned company for these catalogues, and it will be given prompt attention.

THE GROCERY MARKETS

Tea.

The tea market is unchanged for the week, all grades being at least steady and the lower grades being steady to firm. The current demand for tea is fair for the season.

Coffee.

The coffee market is still very dull and inclined to be weak. The demand is reduced to that made necessary for actual wants, and buyers are even reducing their wants to the smallest possible compass. Nominally, there has been no change in prices during the week, but at the present the market is without doubt in buyer's favor. Mild grades are unchanged and quiet. Java and Mocha are still firm, unchanged and quiet.

Sugar.

The sugar market shows no change for the week. Raws are quoted about the same, and refined sugar is on the same basis as a week ago. It may or may not go lower during the balance of the year, but the weight of opinion seems to be that it has not yet reached bottom. New Cuban raw sugar has been offered at considerably above last year's prices, which is not because the Cuban prospects are smaller, for they are actually larger, but because the world's sugar markets are firmer and stronger. The demand for refined sugar is very fair.

Syrup and Molasses.

Glucose has declined again since the last report. A stupid error made last week's market report an advance instead of a decline. All told, glucose has declined about 40 points since it started, compound syrup descending with it. The last decline was 10 points, and compound syrup declined 1 cent per gallon. Sugar syrup is unchanged and quiet. Molasses firm for good stock, and in good demand.

Fish.

Mackerel is dull at the moment, owing to the season. Prices are well maintained, however, on a steady to firm basis on all grades. Cod, hake and haddock are wanted to some extent at un-

changed prices. Domestic sardines are very dull and unchanged in price. Imported sardines statistically strong, but unchanged in price and quiet. Salmon unchanged, high, firm and dull.

Dried Fruits.

Prunes are unchanged on the coast, and still high and strong. Occasional jobbers who bought much below to-day's market are cutting the first hands market and taking their profit, but in spite of this the undertone is still strong. Peaches and apricots are unchanged and quite dull. Raisins are in moderate demand, with some holders on the coast asking $\frac{1}{4}$ cent more. Currants moderately active at ruling prices. Dates, figs and citron in good consumptive demand, but quiet in first hands.

Canned Goods.

Tomatoes are undoubtedly very firm. Stocks appear to be very small everywhere, and the market is strong at \$1.05 to \$1.10 for Maryland 3s in a large way, though the supply obtainable at the lower figure would probably be light. Holders are confidently predicting a price of \$1.25 within two months in carload lots. The demand for tomatoes is light. Corn and peas are unchanged and quiet. Apples quiet at ruling quotations. California canned goods are unchanged and from first hands quiet, though they seem to be going into consumption much earlier this year than usual, owing to the partial failure of the Eastern fruit crop. Small staple canned goods are unchanged and dull.

Beans and Peas.

Domestic pea beans are a shade easier than a week ago, owing in part to the warm weather. Domestic marrows are unchanged and quiet. California limas made a slight further advance on Friday. The spot price has gradually worked up, and the market is firm. Green and Scotch peas are still very high, and quiet on that account.

Butter.

The recent high prices greatly interfered with the demand for butter, and in consequence the

price has declined 4 cents per pound during the week, both on solids and prints. The demand is fairly active at the revised quotations, and butter is showing improved quality. The price is still high, even at the decline, and the supply is about normal for the season. If there is any further change, it seems reasonable to expect it to be a slight decline.

Eggs.

There has been some increase in the receipts of fresh eggs during the week, and the available supply has therefore increased to a considerable degree. The result is a decline of 4 cents per dozen, and the market is hardly steady even at the decline, owing to the extent to which the high prices have curtailed the consumption. At the reduced prices there will probably be a better demand, but the receipts are likely to increase even more than the demand, and prices should go lower. The quality of the eggs now arriving is very good for the season.

Cheese.

The cheese market is firm and unchanged. The consumptive demand is light, as is usual at the season, and stocks are reported small. The market is firm at present quotations. Under grades are very scarce and selling close to the price of fancy. No change seems in sight at this writing.

Provisions.

As usual at this season, the demand for everything in smoked meats is very light, and prices are barely steady. No increase in the demand is likely until after the first of the year, and probably no further change in prices. Both pure and compound lard are dull and prices range about $\frac{1}{4}$ cent below a week ago. Dried beef, barrel pork and canned meats are all dull and unchanged.

Poultry.

A few days may make so much difference to the poultry market that it is not easy, even within a week of the holidays, to forecast the market. Indications as to turkeys are for a normal supply at moderate prices. The present average is 22 cents per pound.

Prices may go no higher, but it depends on the weather and the consequent demand. There is no present prospect of any radically high prices, however. Chickens are selling at a comparatively low price, fully 2 cents below last year. The quality is very good and the supply large. Ducks are scarce and the market firm at around 20 cents per pound. Geese are also scarce and comparatively high at 13 to 14 cents.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple market has held very firm on account of a continued demand which has come in from Europe almost every day. While we have had a very large crop of apples here this season stocks have been very greatly reduced, and there is not much more on hand locally as there was a year ago, when prices were considerably higher. More goods have been shipped to the consuming markets the last season, and it is on this account that orders from the domestic trade have not been so plentiful.

Prime quality is quotable at 8½ cents in 50-pound boxes; choice $\frac{1}{2}$ cent per pound higher. These prices have been paid by the exporters the last few days.

Cores and skins have been meeting with very slow sale and are quotable at \$1.50 to \$1.60 in bags, with the demand very limited.

Chopped apples are also dull and are quotable at from 2½ to 2¾ cents in bags.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

The market for Holland herring is rather quiet, although with a hand-to-mouth demand and with prices unchanged.

Scotch Herring.—Particularly large sizes continue to sell nicely and stocks of large fulls are almost exhausted. The warm weather has had some effect on the herring trade, but demand is likely to improve again as soon as the weather gets cold again.

Imported Oil Sardines.—Of course there is no change in the French situation, as the catch is over and there is practically no stock of French sardines anywhere, except a few $\frac{1}{2}$ boneless, which are selling very slowly.

In Portugal there is no catch at present, but demand for Por-

tuguese sardines continues good and is very satisfactory. Norwegian sardines are selling very nicely. The catch is still going on, although in a moderate way, but prices for the fresh fish are rather high.

STROHMEYER & ARPE Co.
New York, N. Y.

Spices.

The market is only fairly active, with urgent trading. Stocks are generally short and there has not been as many concessions made in closing out lots previous to inventories as has been the custom in years past. Present conditions are likely to last until next month.

Pepper somewhat firmer, but practically unchanged in price. White peppers, however, are a little higher.

Red peppers very firm in price. Demand only fair.

Cloves.—Prices are higher for new arrivals. Spot stock continues very scarce.

Pimento (Allspice) very steady, but unchanged during the week. Prices we believe will not be lower.

Nutmegs generally unchanged and in fair demand. It is predicted prices are more likely to advance rather than decline.

Mace.—Stocks here are almost out, and supply in Holland is reported short. Higher prices are very likely.

Cassias much firmer, especially in China. Prices are steady.

Gingers in steady demand at unchanged prices. There has been considerable activity in new crop African.

Tapiocas fairly steady at unchanged prices.

Seeds, sweet herbs, etc., all steady with rather quiet trading, except sage and sweet herbs, which are in very good demand. Celery seed slightly easier during the week. Poppy, caraway, coriander unchanged.

Paprikas.—Hungarian in fair demand at steady prices. Spanish grade steady but unchanged during the week.

McCORMICK & Co., Inc.
Baltimore, Md.

Standard Canned Goods.

Belated buyers of tomatoes have tired, apparently, of waiting for a reaction that does not come. During last week, on a smaller volume of business, the market prices were stronger, and at the close they were a shade higher than at the opening of the week, with an increasing demand for lots of one or two cars. No. 2 standard tomatoes advanced 5 cents a dozen to 85 cents, and No. 2 seconds closed at 75 cents, while No. 10 standards range from \$3.50 to \$3.75. It is becoming increasingly difficult to buy full standard No. 3 tomatoes at \$1.02½ factory, and a large num-

ber of the holders have marked up their price at \$1.10 f. o. b. Baltimore. Unlabeled tomatoes of high class for buyers' private labels are quite scarce even at the top price. The advance in the market prices has now reached a point where the canners who are fortunate enough to have some of the goods on hand should be satisfied to take their profits and send along their tomatoes into the channels for consumption.

Sweet potatoes, string beans and sauer kraut were all fairly active last week, and they improved in prices with an upward tendency at the close. Standard green lima beans are firmer also because of light offerings. There was a small demand for the different grades of peas, but the de-

mand for soaked peas at the present low prices still continues for medium-sized lots well scattered. Corn was almost at a standstill during the week and there were no new nor interesting developments in any other lines of vegetables.

A reaction from the prevailing low prices for canned apples is overdue, and from present indications it is not far off. There was less demand for pears during the week, but they seemed to be grounding along the bottom prices, too. The scarcity of pineapples of all grades, not only here but everywhere else, is becoming more apparent, and the strictly fancy quality sliced pineapples, in heavy syrup, have been entirely sold out in this market. Berries

and cherries were about as dull as they could well be during last week.

A higher range of prices for cove oysters is more than likely from now on, because of the increased cost of the raw stock and the lighter offerings of the canned article. It looks like a good time to buy cove oysters.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Florida salad is still running poor, and the range of the market is \$1.50 to \$2 per hamper. The demand is not large.

Florida green peppers range from \$3.50 to \$4 per crate, and the demand is good.

Almeria grapes are about unchanged—\$3 to \$5.50 per keg. The demand is good.

No good tomatoes are in market except hothouse. Some Floridas are coming, and the price averages \$3 per crate, but the quality is poor. A few California tomatoes are still coming forward and selling at \$1.25 per 4-basket carrier. Hothouse are worth around 25 cents per pound.

Florida beans are scarce and high, the price reaching \$5 per bushel box during the week. The demand is good.

To Stop Waste in the Meat Department.

The method adopted by L. B. Tarr, Greenfield, Mo., to stop the leakage in the preparation of such meats is worthy of adaptation by other retailers. After careful figuring as to the waste by careless cutting of meats, Mr. Tarr looked up the reason for such waste, and then mailed the following letter to each of his six clerks, his partner and himself:—

NOTICE TO CLERKS.

You are losing your old partner money by the way you are handling the meat business. Use your head, and let's eliminate that scrap pile.

In slicing bacon, don't cut the piece to a half-pound slug, but leave a nice piece of a pound or over, then work them in on next order for unsliced meats.

In cutting lunch ham and bologna, it is easy to cut and not leave scraps. A customer wants 10 cents' worth, and there is a small end, just cut another small piece, making the required amount; there you have everything cleaned up. If it is higher bacon, find out first if your customer is particular to have exact amount. If so, cut a little less



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Won't Pay for the Barrels.

East Mauch Chunk, Pa.,
December 8, 1911.

To the Editor.

Dear Sir:—Last April I bought 4 barrels of vinegar from H. N. Crosby Co., South avenue and Walker street, Pittsburgh, at 16c., with the understanding I would receive a dollar apiece for the empty barrels. I shipped them and sent a bill. Hearing nothing from them I sent another bill about four weeks ago; still no reply. What do you think of that?

Respectfully,
WILLIAM A. REHRIG.

On the surface it looks as if the Pittsburgh concern was extremely negligent in taking care of its business. The writer suggests sending them a registered letter stating that you had made up your mind to collect the \$4 as a matter of principle, regardless of the expense, and that unless they remitted at once you would retain a Pittsburgh attorney to go after them. Was the "understanding" that you should get the rebate in writing?

Wanted, a Window Dressing Magazine.

Garden City, Kan., Dec. 5, 1911.
To the Editor.

Dear Sir:—I wrote the "Ladies' Home Journal" for some information as to where I could get a

journal or magazine on decorating grocery windows and shelving and they referred me to you.

Please advise me.

Yours truly,
EDW. INGRAM.

There used to be a window dressing magazine published in Chicago, but the writer hasn't heard of it for several years. Try writing the "Window Dressing Magazine," Chicago, Ill.

A Grocers' Cyclopaedia.

New York, Dec. 11, 1911.

To the Editor.

Dear Sir:—Will you kindly inform us if you can give us any information regarding publication of a book entitled "Grocers' Encyclopaedia"?

We were informed of this as a de luxe edition and would appreciate any information that would lead to our securing a copy.

Yours truly,
THE CRANDALL PETTEE Co.

No grocers' cyclopaedia worth the name has ever been published in this country. Years ago there were one or two books published, but they had no success because they merited none, and soon got out of print. There is a grocers' cyclopaedia published in England, but it proved on recent examination by the writer to be wholly unsuited to American needs.

than asked for. Keep the small pieces worked off. Get busy, and let's get rid of that pile of scraps forever. You will be worth more money to the boss.

We have the best store in town, and the best store ought to have the best men, and good men won't have the meat pile looking like a scrap heap. Watch, now, and let us get results.

Your friend,
L. B. TARR.

More Cases Brought Under Federal Food Law.

Government Sends More Case Reports to this Journal Covering Adulterations and Misbranding.

The following reports of cases brought by the Federal Government under the Federal Food and Drug act have been certified to this journal by the United States Department of Agriculture:—

JUDGMENT No. 937—ADULTERATION AND MISBRANDING OF TOMATO CATSUP.

On or about November 19, 1909, The Pressing & Orr Co., Norwalk, Ohio, shipped two consignments of a food product from the State of Ohio, one into Maryland and the other into Iowa. The product shipped from Ohio into Maryland was labeled "Omega Brand Tomato Catsup. Made from tomatoes and parts of tomatoes, vinegar, sugar, salt and spices. To prevent fermentation 1-10 of 1 per cent. benzoate of soda is used. The Kenneweg Co., Cumberland, Md. Branch houses, Myersdale, Pa., Romney, W. Va.," and the product shipped from Ohio into Iowa was labeled: "Wilton Brand Catsup. Made from tomatoes and parts of tomatoes, vinegar, sugar, salt and spices. To prevent fermentation 1-10 of 1 per cent. benzoate of soda. The Pressing & Orr Co., Norwalk, Ohio." Samples were examined and found to be adulterated, because it consisted in whole or in part of a filthy, decomposed and putrid vegetable substance.

The claimant was fined \$25 and costs.

JUDGMENT No. 967—MISBRANDING OF VINEGAR.

The Leroux Cider and Vinegar Co., Toledo, Ohio, shipped from Ohio into Indiana 51 barrels of a product labeled: "The Leroux Cider and Vinegar Co. Fermented apple cider vinegar. Red Star Brand, Toledo, Ohio." "The purity of these goods guaranteed. The Leroux Cider and Vinegar Co., Toledo, Ohio, December 1, 1909." A sample was analyzed and the product was found to consist of an imitation of cider vinegar, said label being such as to mislead and deceive the purchaser.

The court compelled the claimant to file a bond to sell the vinegar according to law.

JUDGMENT No. 944—ADULTERATION OF SHELLED PEANUTS.

On or about October 5 and 7, 1910, the Gwaltney-Bunckley Peanut Co., Smithfield, Va., shipped from Virginia into Maryland two consignments of, respectively, 33 and 10 bags of shelled peanuts. The product contained in the first was labeled "Spanish Shelled Peanuts, J. E. Schaeffer, Baltimore,

Md.," and that in the second "No. 2 Gwaltney's Screened and Hand-picked Shelled Peanuts. J. E. Schaeffer, Balto., Md." Samples were examined and the product contained in the first of these shipments was found to contain 10.8 per cent. of worm-eaten nuts, one live worm, 5.2 per cent. lumps of dirt and stones, and 0.6 per cent. of sticks, while that taken from the latter shipment was found to contain 25 per cent. worm or insect eaten nuts, while 5.7 per cent. of the nuts were shrunken and 0.5 per cent. dark and rancid.

The claimant was compelled to file a bond to clean the nuts before selling.

JUDGMENT No. 966—MISBRANDING OF LEMON EXTRACT.

The Chas. L. Heinle Specialty Co., a corporation, Philadelphia, Pa., shipped from Pennsylvania into New Jersey a quantity of a food product labeled: "Heinle's Concentrated Lemon Extract. * * * Charles L. Heinle Specialty Co., manufacturing chemists, Philadelphia, Pa." A sample was analyzed and the product was found to mislead the purchaser into the belief that the product was a concentrated lemon extract, and as such contained not less than 2 per cent. of oil of lemon, when in truth and in fact the product was not a concentrated extract of lemon, but a dilute extract containing less than one-fourth of 1 per cent. of oil of lemon.

On March 15, 1911, the defendant entered a plea of guilty to the above information, whereupon the court imposed a fine of \$50.

JUDGMENT No. 959—MISBRANDING OF "PINEAPPLE" ORANGES.

S. J. Sligh & Co., Jacksonville, Fla., shipped from Florida into Louisiana a consignment of 355 boxes of oranges labeled on one end of each box "Pineapple Oranges," with an additional qualifying label, reading "Golden Russet" on about one-half of the shipment, and "Bright" on the other half. An investigation made by the Bureau of Chemistry, United States Department of Agriculture, showed that the oranges in question were not of that grade commercially known as "Pineapple Oranges," but consisted of other and inferior grades.

The court compelled the claimant to file a bond to sell the fruit for what it is.

JUDGMENT No. 958—ADULTERATION OF COFFEE.

The Grandy Jobbing Co., Norfolk, Va., shipped from Virginia into New York seven bags and 1,164 mats of green coffee labeled "Dutch East Indies," with various marks and numbers, among which were "P.S.," "P.W.S." and "G.S." Samples were procured and examined from all of the bags and eight of the mats, and the coffee contained in the bags was found to consist of the berry known to the trade as "Black Jacks," while the coffee in the mats contained approximately 10 per cent. of "Black Jacks." As it appeared that the product was adulterated in that it consisted in whole or in part of a filthy, decomposed or putrid vegetable substance, the court ordered the claimant to clean the coffee and to sell it only for what it was.

JUDGMENT No. 957—ADULTERATION OF SHELLED PEANUTS.

The Bain Peanut Co., Suffolk, Va., shipped from Virginia into Maryland 10 bags of a food product labeled "No. 2 Spanish Shelled Peanuts." A sample was procured and

examined and the nuts were found to possess a rancid odor and 92.5 per cent. of them were found to be worm-eaten.

The court ordered the goods destroyed.

JUDGMENT No. 956—ADULTERATION OF TOMATO CATSUP.

The Philadelphia Pickling Co., Philadelphia, Pa., shipped from

Pennsylvania into Maryland 5 barrels of a food product labeled: No. 4 spiced comp. catsup. Antifermented with 2-10 of 1 per cent. benzoate soda." A sample was procured, analyzed and examined microscopically and the product was found to be adulterated because a cereal had been mixed with the product so as to reduce and lower the quality and strength thereof, and

"Goodwill"

Mr. Dealer—if you were to sell out tomorrow, at what valuation would you place the "Goodwill" attached to your name and business?

The law says—"Goodwill is the habit of the trade."

Then—what an asset to make a part of your business the "Goodwill" that is associated with the various products of the National Biscuit Company.

The "Goodwill" associated with Uneeda Biscuit, Nabisco Sugar Wafers, ZuZu, Oysterettes, Graham Crackers, etc., will increase *"the habit of the trade"* and bring new customers to your store. This "Goodwill" we offer you.

**NATIONAL
BISCUIT
COMPANY**



Nothing So Good As This

¶ Wheatena (the tender hearts of selected wheat) packed in the new way, is the best cereal proposition a grocer has ever been offered.

¶ It has never yet failed to win popularity among the best and most discriminating trade, and packed 12 packages to a carton and three cartons to the case, it comes to you in absolute safety.

THE WHEATENA CO., Rahway, N. J.

because said catsup consisted in part of filthy and decomposed tomatoes, and praying seizure, condemnation and forfeiture of the product.

The court ordered the goods destroyed.

JUDGMENT No. 955—ADULTERATION OF TOMATO CATSUP.

The American Preserve Co., Philadelphia, Pa., shipped from Pennsylvania into Maryland 4 barrels of a food product labeled: "Oriole Brand Catsup. Ingredients, tomato pulp, sugar, vinegar, onions, salt, spices, cereals. Preserved with 1-10 of 1 per cent. benzoate soda. The American Preserve Co., Philadelphia, Pa." A sample was procured, analyzed and examined microscopically and the product was found to be adulterated because sand had been mixed with the product so as to reduce and lower its quality and strength, and because the product consisted in part of filthy and decomposed tomatoes, and praying seizure, condemnation and forfeiture of the product.

The court ordered the goods destroyed.

AMONG THE TRADE.

The Association of Manufacturers' Representatives held its annual dinner at Kugler's on Friday evening last, too late to publish details in this issue.

The following were nominated by the Grocers' and Importers' Exchange on Wednesday to serve as officers for the ensuing year: President, Isador Levin; first vice-president, Ellsworth L. Posey; second vice-president, three to be elected, William C. Halper, Herman Schwacke and Samuel A. Reibel; secretary, John E. Poore; treasurer, Robert Comly. Board of Directors, ten to be chosen: Frank Halpen, John W. Cooper, William T. Kirk, Jr., Henry A. Fry, George Nowland, F. William Hofmann, Charles W. Shaw, Alexander Henry, N. J. Schmucker, Marvin M. Eavenson, John C. Danenhower, William J. Young, Charles E. Caldwell, Samuel Cowan, James H. Huston, John S. Engart, George G. Montgomery, Charles D. Joyce, Henry E. Kram, William J. McCahan, Jr., Richard S. Pomeroy, Albert M. Warren, H. G. Peddle, Livingston E. Jones, Joseph Thompson, William D. Weikel, Lewis J. Link, Hugh Wilson, John Scott, C. L. Raynor.

ECHOES.

Inclosed find check as per statement. We like the "Grocery World and General Merchant" and are very much pleased with it. It contains valuable information. No merchant should be without it.—Hess Bros., Jeanette, Pa.

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Retailers' Investments.

New Year Resolutions—Shaping Future Plans—Your Duty to Include Business Insurance.

January First has long been regarded as the right time to take a fresh start—to plan anew—to look back for guidance to the past and thus wisely shape our future course.

That is why I am writing again on this subject of paramount, most tremendous importance. I want you to *make the beginning of a surplus*. I want you to start your *business insurance*. As I have already said, this is done by taking a stated sum out of your business each month—\$50, \$75 or \$100; more or less than any of these sums—putting it away and, for the present, simply *hoarding it*.

One in authority who has made a big success along the lines indicated says, in words of wisdom: "When it comes to investigating a surplus, there are two points to be considered: What to do, and what *not* to do. There are vastly more disasters in business as a result of going too fast than of going too slow. *There would be very little money lost if people would realize that one of the best ways to make money is TO KEEP IT.*"

So let your very first resolution be to take a certain sum out of your business at the beginning of each and every month during 1912 and put it away. Do this in 1912 and I shall have to choose a new subject for this date next year—for you will never have to be urged again to confirm yourself in this splendid habit of systematic thrift.

From the Far West I have the following:—

Henry Johnson, Jr.,

1261 Broadway, New York.

Dear Sir:—I have been reading with much pleasure your articles on store management. Especially

was I interested in your last article and will take advantage of your liberal offer to secure further information in reference to 4½ per cent. high-grade bonds. I should like to buy some high-grade bonds bearing about that rate, but do not know just how to go about purchasing them. There is a very reliable concern here and they have been trying to interest me in some local bonds bearing 7½ per cent. interest. The company is thoroughly reliable and claims the bonds are absolutely safe, but I feel that there is some hitch connected with them. In other words, I feel that I would have to sell those bonds at a greatly reduced price if I wanted to turn them into cash. I would sooner have my money in a gilt-edge bond which is safe as anything could be, and which at the same time could be turned into cash at face value.

Yours very truly,

* * * *

I wrote this man some suggestions, based on my own considerable experience, naming him some good bonds, and told him where I had got mine.

I advised him, as I had written in that article, to begin on bonds of the highest character. Such securities net 4½ to 4¾ per cent. This is from 12½ to 50 per cent. more than savings banks pay. But there is more to that. In the first place, savings bank interest is computed every six months. If you withdraw between dates you sacrifice interest accrued from the last period. This may lose you anywhere from ½ to 1½ per cent. On the other hand, bonds are always sold "at price and interest," so that you get interest to the minute the bonds are sold. Again, in times of "tight money"—times when we are apt to more keenly feel the need of ready funds than at any other time—the savings banks may have to demand the 30-day or 60-day "notice"; and that may mean that your money is useless to you when you most

need it. But at just such times strictly high grade bonds are about the one and only security on which you can immediately borrow, or realize, with the least depreciation—often with no depreciation at all, and always with interest paid up to the minute.

Let there be no misunderstanding about this. I do not for a minute seek to question the savings banks. They are about the best things in the country, and generally absolutely, indubitably safe. Nor do I say that even if they should withhold your money from you, it would be lost. No. The fact of withholding would show conservative management and true watchfulness of your best interests. But with the bonds, you have all that security, all that stability, and you add the invaluable feature of *constant availability* and *convertibility* which is the true basis of Business Insurance.

Make the beginning. When you have bought your first \$1,000 gilt edge bond you will hardly know yourself for the same man. You will have a feeling of solidity, stability and personal power which will astonish you. And the best of it will be that you will then be started on the true road to prosperity of the securest character.

If I can help, do not hesitate to write to me.

An Electric Lighted Scale.

Nothing in the way of mechanical improvement in store fixture equipment has attracted more attention or has been more favorably commented upon than the "Silent Beaming" electrically illuminated computing scale now being placed upon the market by The Computing Scale Company, of Dayton, Ohio.

This company, which has constantly led in all matters pertaining to the computing scale art, is again in the limelight with its latest triumph.

The scale referred to is lighted automatically only when in use, i. e., the moment any load is placed on it the scale becomes a blaze of illumination, outlining all its value and weight indications, so that they can be read on the darkest day or night in the darkest corner of the store.

The advertising feature of this illuminated scale has proved a great attraction for customers. On the customer's side of the scale is an open, illuminated space for featuring any particular staple. This sign is flashed before the eyes of the observing and discerning customer as a gentle reminder of special bargains. Almost any single phrase that will fit into the space of fourteen inches in length can be used.

Florida cucumbers range from \$2.50 to \$4. The demand is light.

WINDOW Dressing DEPARTMENT

Two Holiday Windows.

No. 1.

Two more attractive holiday window suggestions for the grocer and dealer in green truck and poultry. They are both neat and very easy to arrange. The fruit, vegetable and poultry display is arranged as follows: First make the decoration at the top of the window in the rear. Nail a narrow stick in the centre at the bottom. To the ends of this stick fasten the ends of both arches, which are made of heavy wire and easily bent in the form. Support and hold them in position



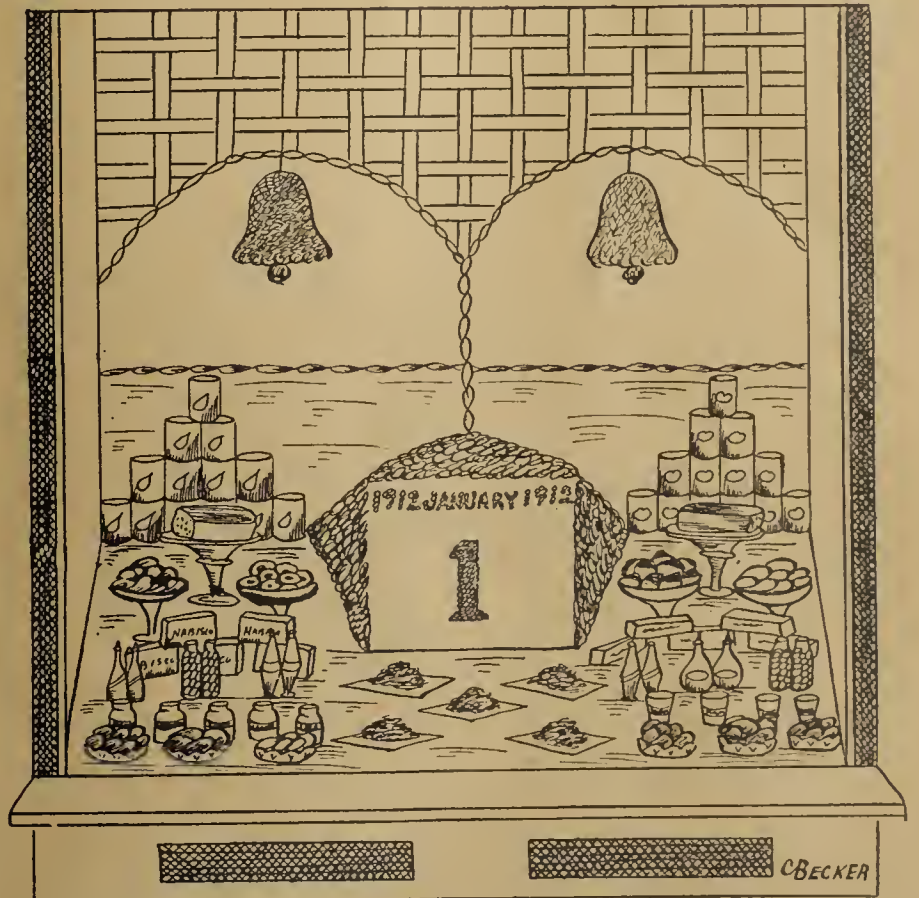
by using some fine wire fastened in the ceiling. Now make the lattice work of green and red crepe paper cut in strips about two or three inches wide. Twist some around the arched wire and also the stick in the centre. Now cover the bottom of the window with green crepe paper. Fasten a small pine tree to the stick in the centre and elevate it from the floor about fourteen or eighteen inches. Around the base of it make a mound or slant and cover this well with cranberries. Place a row of package dates and figs along the window about one foot from the front and divide it in small spaces with strips of wood. Fill the spaces nearest the glass with all kinds of nuts and the other spaces

toward the centre of the window with popcorn. The packages of dates and figs will prevent the popcorn from spreading in the window. At each side in the centre on a platter place a large dressed turkey and a duck and garnish the turkey with head lettuce and the duck with endive.

Now arrange the fruit and vegetables in a pyramid at each side. Place the large vegetables at the bottom and the fruit on top. Stand a row of celery across in the rear. Run a width of the green paper across in the rear and finish on top by twisting a strip of the red. Suspend a large cluster of grapes under each arch; by tying several bunches to one string you can make it appear like one large bunch. Trim the tree with nuts, strings of cranberries and popcorn.

No. 2.

The display of groceries is arranged as follows: First make the decoration at the top in the rear as described in the other suggestion. Cover the bottom of the window with green crepe paper. Make a calendar sheet in the centre by building a little slant of boards from the centre stick. Make the square in front about two feet wide and about the same in height, if the window space will permit it. Run a slant of boards along the sides also. Nail a narrow strip of wood or pasteboard around the edge of the square in front; it should be about one-half inch high. Now fill this square space with granulated sugar and make the letters and figures of cranberries. Fill the side slants with



prunes, apricots, peaches, etc. I must not forget to mention that the sugar on the slant must be at least one-half inch thick so the cranberries can be held firm. In the centre, in front, on paper napkins display different kinds of nut kernels. In dishes along the front and at each side display citron, lemon and orange peel. Back of them, at each side, peanut butter, preserves, olives, salad dressing, etc., Nabiscos, afternoon tea, etc. On high stand dishes display small cakes and pound cake. Build a pyramid of finest canned fruit in the rear. Finish in the rear like in other window. Suspend two large red paper bells under the arches.

New York Chamber of Commerce to Examine High Cost of Living.

The New York Chamber of Commerce last week took under consideration a resolution asking the United States to take the lead

in the creation of an international commission on the cost of living. The suggestion, which is declared to have the support of leading economists, financiers and statesmen here and abroad, was pre-

sented in a resolution proposing that a commission be called by the invitation of the United States to other governments for the following purposes:—

First.—To gather all available

facts as to recent changes in wages, cost of living and prices generally throughout the world and to make international comparisons.

Second.—To obtain evidence as to the main causes of these changes and international differences.

Third.—To discuss possible remedies.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE.—International Auto Truck, in use only three months. This truck is in good running order and will do the work of three single rigs, which we offer for \$500, cost new \$800. Reason for selling, changing to dry goods business. For full description write The L. A. Leathers Grocery Co., Brookville, Pa. 25

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$15,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4665 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,200. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Stock and fixtures of grocery, provision, cigars and candies. Will make a good store for fresh meats. Will sell to a quick buyer for \$600. Dwelling has eight rooms and all conveniences. Will sell property at a very low figure, \$5,000. Darby, Pa. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Twenty-five containers of Post Toasties at \$2 a case and ten containers of Quaker Corn Flakes at \$1.50. Bauer & Harrison, 620 N. Second St., Philadelphia, Pa. 25

FOR SALE.—Great bargain if sold at once, the old established corner grocery and provision store, Fifty-first and Folsom Sts., West Philadelphia. Low rent, six rooms and bath, all conveniences. M. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Grocery and provision store. Would do well with fresh meats and fish. Will sell to a quick buyer for \$325. 5030 Brown St., corner of Dearborn St., Philadelphia, Pa. 9

FOR SALE.—Large three-story property, with grocery business, doing a nice cash business. Will sacrifice stock, fixtures and property if sold this month. Call Tuesdays or Thursdays, A. M., at 897 N. Fiftieth St., Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery and provision store. A good corner in a

growing part of West Philadelphia. Will sell to a quick buyer for \$850. 6116 Market St., Philadelphia, Pa. 10

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats. Will sell stock and fixtures to a quick buyer for \$1,150. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms, rent \$20 per month. Corner Sixty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences, also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of a good corner grocery and provision store. Would make a good stand for fresh meats. Will sell to a quick buyer for \$725. Dwelling contains seven rooms and bath. Call cor. Twenty-third and Hage t St., Philadelphia, Pa. 8

FOR SALE.—A first-class paint store, doing a good business in the northern part of Philadelphia. Fine location on a main business thoroughfare. Apply H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1

FOR SALE.—Sweitzer cheese slicer for sale. Been used only a short time. Cost \$3, will sell for \$1. Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 3

BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.
Write, call or telephone.
WARNER & CO.,
927 Arch Street, Philadelphia, Pa.
Phones: Bell, Filbert 3286.
Keystone, Race 746.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 602.—We have to offer the best grocery in large town in Northumberland County, doing \$35,000 yearly, practically a cash business. On account of executors desiring to settle the estate, this business can be bought at an inventory price, about \$3,500 required. Can either be paid for in cash or partly cash and good security.

No. 603.—Meat business, doing \$300 a week, all cash. Can be purchased at inventory price. This business is located in a good business section of Germantown Ave., Philadelphia, has very little competition and rent and fixed charges very low. About \$450 required. Owner's reason for selling is on account of ill health.

No. 604.—Grocery and produce business in thriving town about ten miles from Philadelphia. Doing \$15,000 yearly, but can easily be increased by proper party taking hold. Business has been established for twenty years and commands a trade in which there is a good profit. Will take about \$1,000 to buy entire proposition. Worth investigation.

No. 606.—In West Philadelphia, delicatessen and grocery business, doing \$200 weekly, all cash, of which there is eighteen per cent. net profit above all expenses. Carries a stock of about \$900, which can readily be reduced. Rent and other expenses low. Ill health causes selling. About \$1,500 required.

No. 616.—Grocery and meat business in Tioga, Philadelphia, doing \$200 a week, mostly cash. On account of owner desiring to move in another section of the city, will sacrifice business. About \$1,000 will buy.

No. 622.—In Monroe Co., Pa., general store doing over \$40,000 yearly, all cash, on which there was a net profit of \$3,600 last year and business is growing each year. Expense of conducting very low. Rent only \$50 monthly and on account of being a summer resort the bulk of business is done with low expense for help. About \$11,000 will be required to buy stock and fixtures, but this can be reduced a great deal. Business is open to investigation. Full information will be given on request.

No. 623.—General merchandise business in Warren Co., N. J., doing over \$17,000 yearly, all cash. Can easily be increased. Expenses very low. Rent, \$35 monthly. Clerks, \$15 weekly. Business has been established thirty years. Always a money-maker. Write for information.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000, catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

MISCELLANEOUS.

PREMIUM USERS.—Send for catalogue of best and cheapest Rockers on the market \$10 per dozen up. Ohio Chair Co., Williamsburg, Ohio. 29

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Nobilt, 1220 Filbert St., Philadelphia, Pa. 1



THIS CUSPIDOR in hand-painted colors at \$3.50 per gross, no drayage charge, no package charge, then tire gross is yours for \$3.50, plus the freight. The PETERS & REED POTTERY CO. ZANESVILLE, OHIO

No. 42 Cuspidor—6 1/2-inch

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

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Philadelphia

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NEW YORK

Published every
Monday.

Grocery World

Circulates in every
State of the Union
and Canada.

AND

General Merchant

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Ex-President Bischoff, of Brooklyn (N.Y.), Shows Why Grocers Are Not Responsible for High Food Prices

Makes Careful Analysis of Cost of Living, Showing that Only a Few Food Products are Higher than Usual. Main Cause of High Prices is Fact that Everybody is Living More Expensively. Papers Unfairly Consider Only Advanced Cost of Goods Sold by Grocers.

[In last week's New York letter it was announced that ex-President Bernhard Bischoff, of the Brooklyn Retail Grocers' Association, had a day or two before delivered an address before his association on the high cost of living and the grocer's share in it. This journal has secured a verbatim copy of this address and presents the greater part of it below. It is the most careful analysis of the real cause of high prices that has emanated from any tradesman.—ED]

Is the cost of living really so high as the newspapers want to make us believe? I would say, no. At least not as far as provisions are concerned.

Let us take groceries first:—

All the staple articles in that line are as cheap or cheaper today than ever they were with the exception perhaps of butter, cheese, lard and eggs, for reasons which I will touch upon later.

Sugar is just about one-half the price of what it was 25 years ago, which I can prove by an old ledger that I found in my cellar, where 7 pounds of sugar were charged at 78 cents. Coffee has been cheaper the last few years than ever before except the last few months owing to the action of the Brazilian Government and consequent speculation of large importers and dealers. Tea is cheap enough, I am sure, for you can buy 1 pound of it for from 25 to 50 cents (except for very fancy grades) at any grocery or tea store.

Condensed milk is much cheaper now than in former years. I remember myself selling Eagle brand for 20 cents and I have been told that at one time it sold as high as 25 cents and more a can. Now you can buy a good can of condensed milk for 9 or 10 cents. Fresh milk in glass bottles has sold for 8 cents in the summer and 9 cents in the winter.

Canned goods of all varieties are no higher now than they have been for the last eight or nine years and a great deal cheaper than they were twenty-five or thirty years ago.

Flour is cheaper now. I have sold flour for over \$10 per barrel.

Meats and poultry are con-

siderably higher; butter has been, in former years, higher in the winter and cheaper in the summer. About fifteen or twenty years ago it would always go over 40 cents a pound in the winter and down to 20 and 25 cents in the summer. The last few years it seldom reached the 40-cent mark in the winter or went much below 30 cents in summer.

Eggs acted pretty much in the same manner.

Of the fresh fruit, apples and peaches have been higher. Oranges and grapefruit lower than in former years.

Why are meats and poultry higher? In the first place we must consider that some of the Western States that were formerly the homes of the cowboys and their cattle herds have now become agricultural States and the cattle men are driven further West and their grazing area has become less. Which reason I think also holds good for the high prices of horses, for in spite of the great number of car horses that have been displaced by electric cars, and work and pleasure horses by automobiles, the price of horses is now almost double what it was twenty or thirty years ago.

Then comes the phenomenal growth and the enormous population of our large cities, whose millions upon millions of inhabitants are all consumers and non-producers of food products and must rely upon the country for the supply of foodstuffs.

Added to this the fact that so many farmers' sons in our Eastern States are leaving their homesteads for the big cities, rendering their farms unproductive and

adding still more to the multitudes of consumers and non-producers of farm products.

Also must we not lose sight of the fact that this country is developing fast from an agricultural one into an industrial one, and that all countries of an industrial character must of necessity pay more for their farm or food products than an agricultural one.

Another reason why meat is high is (as a farmer told me himself) that in former years every farmer, small or large, used to raise a few sheep, pigs and a few heads of cattle for his own use, or to sell to the village butcher, but now they don't do this any more; they want Western beef and mutton because it is tenderer and better. This again makes more consumers and less producers.

If farm products are higher now than in former years the reason for it lies a good deal in the fact that labor of all kinds is much higher. A few years ago the farmers, at least on Long Island and Jersey (of which I know) used to do a good deal of their harvesting with the help of what we may call semi-tramps whom they would pay about 50 cents per day and their meals, now they must pay from \$2 to \$2.50 per day or so much a bushel, bag or basket.

Butter, milk and eggs are higher for several reasons. In former years we had enormous quantities of butter come in ferkins, half ferkins, pails and pots, made by farmers, and dairy butter, and you could pick out any grocer and price to suit your trade from about 10 cents a pound up to 18 and 20 cents a pound.

Some ten or twelve years ago butter and egg stores, and I presume, grocery stores also, sold a large quantity of oleomargarine and butterine, all of which helped to keep down the price of fine butter. At the present time nobody wants anything but the finest creamery butter.

Milk is higher because in former years the bulk of it was shipped and sold in bulk (or loose, as we say). To sell it in bottles requires more labor, more ice and extra cost for bottles, of which many are lost or broken. Delivery also is more expensive, drivers demand higher wages, horses, wagons or autos cost more.

Eggs are probably higher for the same reasons that butter is but more so because a better quality is demanded.

Trusts and the combination of large capital have something to do with higher prices since it enables them to control the market and corner commodities that are naturally scarce, and cold storage houses aid them in this point since through them they can keep their goods for a long time. But we must not forget that they have their good as well as evil. If, for instance, it weren't for storage houses you would probably have eggs selling for 4 or 5 cents a dozen in the spring or early summer and everybody would be full of eggs up to their necks and most likely wouldn't be able to get any for a dollar or two dollars a dozen in the winter.

The same with apples and other fruit; they would be so cheap in the fall that it would barely pay to pick them off the trees, while in the late winter and early spring they would be hard to find.

Quite some agitation has been going on about doing away with the middlemen. They are made the sinners and scapegoats, and for the farmers to directly supply the consumers. But in my opinion, while this might work in very small towns where they could go around from house to house or might have a square set aside for them where housekeepers could go and buy their supplies and carry them home, but would not work in large cities. Even if they establish one, two or three or even a dozen of depots or markets, what lady or housewife would take a basket and travel 10, 20, 25 blocks or more to buy their supplies and carry them home and they couldn't get their servants to do it like they do in some towns in Germany. If they have to deliver their products they must have horses and wagons or automobiles, drivers, salesmen, office staff, etc., and that would mean expense and a very large expense.

(Continued on page 11.)

ELTON J. BUCKLEY

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Corporation Practice, Cases Under Food Law

Trade-Mark Registration

General Practice



THE GROCER who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain—it's built to remember facts—not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale—stops leaks and checks losses.

A store using a National Cash Register is run on system—it's bound to yield profit to its owner.

Over One Million have been sold

**"Get a
Receipt"**

Write for Booklet

**The National Cash Register Company
Dayton, Ohio**

**"Get a
Receipt"**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

One Concern That Soon Felt the Retailers' Resentment

Illinois Hosiery Manufacturer Allowed Sears-Roebuck to Advertise His Goods at Cut Prices. Illinois State Secretary Passed Word Along and the Manufacturer's Business in Illinois at Once Had Shock. Orders Mail Order House Not to Do Any More Advertising. Forthcoming Bill to Reduce Oleo Tax.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

December 20, 1911.

Evidently the Burson Knitting Co., of Rockford, Ill., thinks more of the small retailer's business than it does of all the catalogue houses, as the following correspondence between the company and the Illinois State Association will show. Its action of eliminating their goods from mail-order catalogues also shows that the retailers of the land have a tremendous power to correct trade abuses as they now exist.

There has been no "boycott" on the part of the Kansas Retailers' Association as the Burson company states. They simply mentioned the fact, with others, in their bulletin that Sears, Roebuck & Co. were selling the 50-cent Burson hose at 39 cents and the 25-cent brand for 19 cents, and that the retailers should correct the evil, saying:—

Local secretaries, as well as merchants, should do their part in correcting these evils. All should write to the firms mentioned. They want the good will of the retailer and will cut out the mail-order houses if they think they are going to lose the retailer.

The Burson Company's letter follows:—

Arthur Rector,
State Secretary Retail Dealers' Association,
Wichita, Kan.

Dear Sir:—We are advised by one or more wholesale dry goods houses in your vicinity, who doubtless get their information from their traveling men, that the Retail Dealers' Association of Kansas has "boycotted Burson hosiery, on account of the goods being sold by Sears, Roebuck & Co." We write to ask if this is true, as if it is true, we consider it an unjust action on your part. If your association is going to boycott all the goods handled by Sears, Roebuck & Co., and the mail-order houses, then you will have nothing with which to do business, for they handle practically all lines of stuff used by the people. However, there seems to be no use arguing this matter, as we do not for one moment believe that you have taken this position. It would be entirely unfair to us.

We have arranged with Sears, Roebuck & Co. to discontinue the advertising of Burson hose. We cannot prevent them from handling the goods if they see fit, as they can secure them from any one of a thousand sources. They have promised us, however, that if they do handle them, to take off all marks identifying them as Burson hose, and to make no mention of them in their catalogue. This is all that we can possibly do, and being the case, should, we think, be sufficient.

We cannot for a moment believe that your association has taken any such action, although we have been informed that such is the case. If the report is true, we would respectfully request that you reconsider your action as promptly as you can, as such a course would be the only one that would be fair to us or to the dealers.

Kindly let us hear from you, and oblige,

Respectfully yours,
W. E. HINCHLIFFE,
Secretary and Treasurer.

THE ANSWER.

Burson Knitting Co.,
Rockford, Ill.

Dear Sir:—Replying to yours of the 27th ult., will say that Kansas Retailers' Association has not "boycotted" Burson hosiery. However, I will state that it informed its members through its weekly "Bulletin" that Burson hosiery was being catalogued by Sears, Roebuck & Co., and under your trade-marked label—at 19 cents for the 25-cent grade and 39 cents for the 50-cent brand; that this was a trade evil that could and should be corrected; that the manufacturer wanted the good will of the retailer and that you would cut out the mail-order houses rather than lose the retailer. It was also suggested that they take the matter up with your firm by letter. From your letter it appears as if they had taken it up with the traveling salesmen instead.

Your action in withdrawing your goods from the catalogue mentioned is commendable, so much so that I am running your letter of the 27th verbatim in our "Bulletin," issued to-day. Our members are very fair minded, and this letter will be the means of informing them of your action. You can rest assured, if these goods are withdrawn from the catalogue immediately, that you will not only regain your old business, but will be in a position to acquire new business, by reason of having shown your desire to treat the retailer fairly.

Again assuring you of the fairness of the Kansas Retailers' Association in this and all trade relations, I am,

Very truly yours,
T. ARTHUR RECTOR,
State Secretary.

Let the State Secretaries for the retailer in their lines of goods take

their grievance to the manufacturers and note results.

Word reaches us direct from Washington that the House Committee on Agriculture appointed a sub-committee on the morning of December 6th to consider oleo-margarine legislation and to draft a bill. The sub-committee consists of Representatives Lever, Beall, Heflin, Plumley and Haugen.

It is probable that this committee will be prepared to report to the full committee after the holidays, and we feel confident that a report will be made to the House early in January recommending the repeal of the tax of 10 cents a pound on colored oleo-margarine.

Mr. J. F. Paulding, secretary of the Los Angeles, Cal., Retail Grocers' Association, writes the following letter telling of some of the accomplishments of his association:—

We handled fourteen cars of future canned goods this year, have bought several cars of other groceries and are doing a business of about \$40,000 a month. We have 1,500 members and are doing much good for the entire trade. Other associations might think of our plan of buying goods through the association and paying their insurance money into a fund where they can use it to buy goods with in place of paying it out to some old line company. We have several thousand dollars of our insurance money working for us all the time in place of sending it East to some insurance concern.

JOHN A. GREEN,
Secretary National Retail Grocers' Association.

Pennsylvania State Secretary Tells of Successful Co-operative Advertising Plan

How Buffalo Jewelers Do It. Erie Grocers Forswear Holiday Turkey Raffling. New Lebanon Officers. Hanover to Start Trading Scheme of Its Own.

Special Correspondence of "Grocery World and General Merchant."

Erie, Pa., Dec. 21, 1911.

The Buffalo Retail Jewelers' Association has been conducting a co-operative advertising campaign with a view to educating their organization. The association's seal appears in every advertisement with a list of the association jewelers who use the "seal of quality." Here are some of their slogans:—

"The sweetness of low price never equals the bitterness of poor quality."

"Why do thousands of people go to a reliable jeweler and ask for an empty box bearing the jeweler's name?"

"Answer.—Because they desire to give forth the impression that the gift has been purchased from some reliable jeweler."

"Our seal of quality is the sign of the reliable jeweler."

This co-operative advertising stunt makes the price quite reasonable to each participant, and has for its object the establishment of a recognized standard of quality in the retail jewelry business of Buffalo.

At a special meeting of Advisory Council on December 12th the Erie Business Men's Exchange adopted the following resolutions:

Resolved, That all members of the Exchange be requested to refrain from poultry raffling, the operation of slot machines involving lot of chance.

Resolved, That all persons observing gambling methods in use in trade, as referred to herein, be requested to refrain therefrom and to report violators.

Resolved, It is the sense of this meeting that violators be first warned, and if they do not desist, that they be vigorously prosecuted, and the Erie Business Men's Exchange pledges its co-operation to that end.

At the last meeting of the Lebanon Business Men's Association the following officers were elected to serve for the coming year: President, Frank G. Heisey; first vice-president, S. F. Arnold; second vice-president, C. J. Rhen; treasurer, R. S. Shirey; secretary, T. J. Burkey; attorney, J. E. Reinoehl; directors, J. H. Cilley, C. W. Rettew, L. C. Harpel, J. C. Schmidt and J. D. Miller.

Hanover will organize a co-operative stamp movement as the remedy for S. & H. green trading stamps, fighting fire with fire.

A. M. HOWES,
Secretary Pennsylvania Retail Merchants' Association.

Look Out for This Soap Fake

Grocers of Erie, Pa., Beaten by Fraud Salesman for Alleged New York Soap Manufacturer Who Doesn't Exist. Used Fine Sample and Got Many Orders, But Soap When Delivered, Was Trash. One Arrest Made.

A soap fake has just been worked with great effect on the retail grocers of Erie, Pa., and will probably find its way to other sections. It is a fraud, pure and simple, and should be watched for.

The fakers represent themselves as agents of Joseph H. Kenney & Sons, manufacturers of borax soap, 196 William street, New York. There is no such concern in the mercantile agency rating books.

The chief salesman of the alleged Kenney concern canvassed the retail trade and showed a sample of particularly fine borax soap. He obtained a large number of orders, all of which were to go through jobbers. There was a premium offered with 5-box orders. Later it developed that the

offer to bill through a jobber was only a ruse. The soap was delivered and collected for by another alleged Kenney representative, whose explanation was that the jobber had decided not to stock the goods just now. The anxiety of the gang for money was shown by the fact that if the retailer who had ordered 5 or 10 boxes didn't happen to have that much money they would take less.

The soap was delivered shortly after the orders were taken, by a different man than the original solicitor. Then came an examination of the soap and the swindle disclosed itself. The soap was not what had been represented. It was but a poor article of grease, with a large amount of saltpeter mixed in it. All endeavor to produce a lather with it was of no

avail and in one instance where clothes were washed with it, they turned a deep red. It also has a peculiar effect on the hands and in one instance produced sores when a woman attempted to wash with it.

After the horse was stolen the local association attempted to lock the door by notifying the Erie police officials, who arrested a man named Clausen, who went to bank with a bunch of the grocers' checks to be cashed. He said he had simply been hired by the real workers of the scheme to act as bank runner. The police of other cities will be notified at once.

Proposed Combine to Fix Highest Prices Members Will Pay Grocers for Food.

Breaks Out in Altoona, Pa., But After Consideration Is Changed Into Co-operative Buying Exchange. Member Says They Are Buying at Wholesale. Query Is Where?

Some time ago an item appeared in nearby daily papers to the effect that certain organizations of Altoona, Pa., intended forming a combination to reduce

the cost of living on entirely new lines. They would look over the markets and fix the price at which they were willing to buy. This price would be offered to merchants, and if he refused to take it there would be no deal. The members of the combination would then make such other arrangements as they could.

This journal has been endeavoring to run this statement down, and has at last secured the following authoritative explanation of it from a man who is a part of the movement:—

While it was the original intention of this organization (Chamber of Commerce, Altoona, Pa.) to fix the prices which members would pay to merchants, this plan as you will readily understand, was found impracticable, and it has now been changed to a co-operative buying scheme, the members clubbing together and buying their groceries at wholesale.

A similar movement has been started in the local shops, but as yet has not assumed any great proportions. It is impossible of course to predict the outcome of this movement, but unless the methods employed in the handling of it differ very greatly from those employed in earlier similar movements, it is doomed to a short life.

Query—What jobber, if any, is selling these people their groceries "at wholesale"?

EAGLE BRAND CONDENSED MILK



BORDEN'S

EVAPORATED MILK PEERLESS BRAND

By recommending these Brands
you will please your customers.

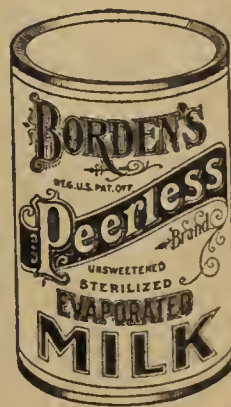
They are the best that
Science can produce.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Est. 1857.

New York



If You Sell Any
Kickers, Read
This



Every grocer has kickers among his customers, and all feel particularly happy when they know they are selling a product that nobody can kick about.

Gurnsey butter, for example. We maintain that nobody, however particular, or critical, or fault-finding he is, can honestly find fault with Gurnsey butter, because there is no fault there. It is an absolutely perfect high-grade, dairy butter. We know all about it, as we make it, and we say that no butter can be any finer.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—46 cents.
Prices subject to market changes.

P. F. BROWN & CO., 39-41-43 South Front St., Philadelphia, Pa.

WITH THE EDITOR

When local merchants start to do co-operative advertising, with the expectation of getting tangible results, they are subjecting advertising to just about the hardest task that can possibly be given it. The reason is the extreme vagueness of the appeal.

Take for example the co-operative advertising plan of the Buffalo jewelers, as briefly described elsewhere by State Secretary A. M. Howes. The object is to induce people to trade exclusively with members of the Buffalo Retail Jewelers' Association, a fearfully difficult thing to begin with, if there are jewelers outside the association as good as there are in. If there are not as good ones outside, their inferior quality should be evident without any advertising, and if it hasn't been evident, advertising won't help it become so.

Obviously co-operative advertising, to get trade for the members of a certain group of merchants, such as an association, has nothing to work on unless the merchants sought to be preferred can offer something which the others cannot. It is very hard to find a case where the members of a merchants' association have anything exclusive to offer, either in location, quality of goods, service, or particularly in price. Advertising merchants whose only point of difference is their membership in an association, is of a piece with the advertising recently undertaken by the National Cannery Association—without the smallest possible result—to exploit "canned goods" as a whole. Remembering that there are good, bad and indifferent canned goods, advertising them all together and expecting to get anywhere seems almost inconceivably stupid.

The merchants of a given town can advertise co-operatively to keep trade from going to other towns, because they can use several concrete arguments, such as a comparison of stocks, prices, and convenience of shopping. And the members of an associa-

tion can advertise co-operatively, as those of the Philadelphia Retail Grocers' Association propose to do, by advertising certain goods which all their stores will sell at one time. These situations allow a strong appeal. But an appeal to patronize me because I am a member of the association, without being able to truthfully claim that I am any better on that account, is to make an appeal that will usually fall on deaf ears.

Apropos of last week's suggestion that the consumer, if organized, has the strength and the power to absolutely dominate the food markets, and that the time is probably not far distant when he will realize and exercise that power, comes the following news dispatch from Cleveland, Ohio:—

Cleveland, December 16.

The 30-cent egg crusade is on. According to reports from the headquarters of the Thirty-Cent Egg Club, more than 25,000 Clevelanders ate eggless breakfasts Friday and to-day. Bacon was eaten. My, yes, but not many eggs with it. Even housewives called Frank S. Krause, president of the club, by telephone and told him, he says, that they served up unsettled coffee because they had no eggs to put in it.

Krause waved his hand over a pile of letters that lay before him and said: "All followers and members of the club. They are coming our way. Here," and he exhibited a letter containing the signatures of more than a dozen prominent Cleveland business men, "is an example of the class of people we have as members. Good, intelligent men. They won't eat any eggs nor anything containing eggs for three weeks. There's an example for you."

Mr. Krause does not expect to hear cries of alarm from the egg dealers for several days. "We've just got well started," he said. "A week or so will tell."

In the meantime Mr. Krause is going to conduct the crusade from his office.

"Eggs," he said, "I can see eggs everywhere. But they are going to stay there. The price—that will not stay. It will fall and break as quickly as an egg dropped from this window. Watch it."

Egg prices on the local market were not visibly affected the first day of the strike.

All these little movements, usually ineffective in themselves, are steps in the direction which the writer indicates. There are substantially 560,000 people in Cleveland, divided into about

112,000 families. Can there be the slightest doubt what would happen to the egg market there if a third of those foreswore eggs for only two weeks? As a matter of fact, a later dispatch from there says that as a result of the movement the price dropped from 59 to 40 cents.

The writer has the deepest respect for the sincere type of church Christian, who works in and out of season without reward, except that which comes from the simple joy of doing. The true Christian is humble, generous and invariably keen to admit and respect the rights of others.

There is another type of church worker who is personified gall. He never considers the rights of others if the interests of the church intervene. Any scheme is good if it will make a few dollars for the church, regardless of what it does to merchants and others interested. For instance, the members of a certain Eastern church have recently sent out the following letter:—

Gentlemen:—The First Church of our city recently bought a new pipe organ. The ladies of the church are trying to raise the money to make the last payment on this instrument.

At an early date they are going to have what they call "A Sample Sale." They are asking all of the merchants of ——— to write to all of their wholesale dealers soliciting contributions for this sale. If you will send me some article for this purpose I will consider it a personal favor; the gifts will be appreciated by the ladies. You will be aiding a worthy cause and at the same time be advertising your goods.

The ladies will be glad to display any advertising matter you may send, in addition to speaking a good word for your house as they sell the articles you contribute to this sale.

Thanking you in advance for whatever you may send,
Yours truly,

* * *

P. S.—They are receiving all kinds of groceries.

The writer has many times expressed his opinion of these schemes that put a church into competition with its local merchants, with stocks which the same merchants have mostly contributed. They are submitted to be wholly indefensible from any standpoint.

Merchants would be justified in refusing every request of this kind that comes to them. If the church's own members can't support it, there isn't room for it and it ought to combine with some other and retire from independent existence.

Justice may, as is sometimes charged, move on leaden wings, but in the great majority of cases she has a way of eventually reaching her goal. Take the criminal prosecution against the Western meat packers, now on trial in Chicago. These men, including the Armour, the Swifts and the Morris, are among the multi-millionaires of the land. For nine years they have been accused, through one tribunal or another, of destroying competition in the sale of fresh meats, and for nine years they have prevented a test of the truth of that charge. Their last preventive ruse has been sprung, however, and to-day they face their fate in court. It is the almost universal opinion that if convicted they will go to jail.

Not a soul doubts that the packers have dominated the markets and by absolutely suppressing competition have enhanced the price and made unholy millions for themselves. But whether the Government can prove it remains to be seen. A summary of the Government's charges is as follows:—

That the combination represented by the ten Chicago meat packers, under indictment, is the most powerful engine for the suppression of competition and the fixing of prices ever known in the history of the industrial world.

That the system is so ingeniously devised and so closely guarded that the men in the lower grades of employment are made to believe that the corporations in the combination are actual competitors.

That the indicted packers or their predecessors have dominated the meat industry of the country and fixed prices since 1880.

That the real purpose and design of the National Packing Co., which was organized by members of the combination March 18, 1903, is to continue the work "accomplished by the old pool," which was abandoned when the Government got too suspicious about it.

That the key to the system is the uniform method used by the mem-

The Trouble With Co-operative Advertising.

The Church as a Competitor of the Local Merchant.

The Trial of the Meat Packers.

ers in figuring the test cost of the product.

That this test cost, arrived at by adding the killing charges to the price of cattle on the hoof and deducting allowances for hide and fat, is in excess of the real cost and gives the packers a larger margin of profit than their own figures indicate.

That the country was divided under the old pooling system into different divisions and each member of the pool allotted a certain percentage of the business, and that a similar system is still in existence.

That formerly the representatives of the combination met every Tuesday in the office of a Chicago lawyer and fixed the prices of meat.

That since the organization of the National Packing Co. the directors of that organization held meetings at which the price of the product is fixed.

That a specially devised code of trade terms was used at these meetings where prices were made.

An interesting feature of this trial is that the jury which is to decide the packer's fate is composed of men who all eat meat and who, if the charge is true, have all been personal sufferers. It may seem a little unfair to try the case before such a jury, but how can it be avoided? The product of these packers is of universal consumption, and if they have sinned at all, they have sinned against every man, woman and child in the United States.

EX-PRESIDENT BISCHOFF

(Continued from page 6.)

Another item which helps to make higher prices is the cost of labor. Of course we are all glad to see the laborer get well paid for his work, and nobody grudges him his wages, but just the same it enters into everything we eat, drink or use in our households, for it all passes through the hands of the workingman.

Also must we consider that money is cheaper than it was thirty or forty years ago, and a dollar will not buy as much now as it did then.

The one cause, however, which has more to do with the high cost of living than any other is the way people live—the state and manner in which they live. If they were satisfied to live the same way as they lived thirty years ago they could live just as cheap, but what were considered luxuries then have become necessities now.

It is not so much any single cause, or any one particular reason, however, that makes the cost of living high, but rather a combination or aggregation of causes,

and it is not so much the actual necessities, but the luxuries of life which make it so.

People live better than they used to some years ago, and what were considered luxuries then have become necessities now. Take the item of rent. From the modest sum of \$12, \$15 to \$25 per month for a floor or flat in former years, to the almost incredible amount of \$1,200, \$1,500 and \$2,000 a year in some of the swell apartments in uptown New York.

Take clothes and dresses for both women and men, they dress better, or at least more expensively than formerly. Silk stockings for men, finer shoes, finer shirts and underwear and more tailor-made clothes. Silk stockings, pretty coats and dresses for ordinary people; very expensive laces and gowns costing thousands of dollars for millionaires' wives, not counting diamonds and jewelry to the tune of hundreds of thousands.

And then the hats. The wives of us older fellows and the mothers of us younger ones, no doubt bought many a one at from \$3 to \$5 and thought it was fine, where-

as many girls, and not only millionaires' daughters either, spend from \$25 to \$50 for one, although they can still buy one for \$5 if they desired.

Then take our line of goods. In former years people were satisfied with eating turnips, carrots, onions, squash and celery up to about New Year's, occasionally a little spinach in the winter time. Now they want lettuce, celery, tomatoes, cucumbers, green beans, radishes, etc., all year around, also tropical or hothouse fruits as well as domestic fruits in the middle of winter or early spring.

Also the people of to-day spend a great deal of money for ready cooked or prepared foods. Take for instance, soups in cans or baked beans in cans. Where a housewife pays about 30 cents for a quart can of soup, while if she would buy that much worth of soup meat and bones, together with a few scraps she might have around the house she could make a gallon or two of soup. The same way with baked beans and a number of other articles, but of course they save time and trouble.

Quick Sales

Good Profit—

POSTUM

It is not advertising alone that has put POSTUM where it is to-day—the vast benefit it has done thousands—yes, millions—is the real secret of Postum's steady sale in every part of the world.

The people buy Postum because they like and need it, and it pays the retailer to supply that want—pays him well.

"There's a Reason"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan

Another item which adds largely to the cost of living is the item of amusement.

How much money is there spent for amusement?

What makes me sore is, that the articles in the press dealing with this subject are usually headed "high cost of living," but when you read them they seem to deal only with that part of living which consists of eating and drinking, and those articles purchased from the grocer, butcher and baker (more to the grocer) as if they were, or made up the whole living, when in fact it is only a part, and a small part at that, of the whole; and never mention all the other numerous things that are necessary for a living.

Why so much hunting, looking and searching for a cause when it is so near at hand. I can name it in one short sentence of three words: "People live better," and to live well costs more than to live poorly. It is not so much the necessities of life as it is the luxuries that makes living higher.

We often hear the expression "everything is going up except wages." This is not true, for wages certainly have gone up. Take our clerks, for instance, we must pay them now double what we used to. When I first entered the business I got \$5 a month and my board, some even less, and the grocer could always get German boys at from \$12, \$15 to \$18 a month and board, now many of us pay from \$15 to \$20, or even more, a week (without board), but of course a more efficient help is demanded, and while the former were boys, the latter are men.

Why should the papers rail and cry at the poor little grocer and point at us as the thief when there is so much bigger game to shoot at. Our profits are surely not too large. Most any one of us will sell a lady a barrel of potatoes at a profit of 25 cents. For that he carts it from the market or carries it from his cellar into his wagon, drives it to her house and again carries it into her cellar and in some instances gives her a barrel to put them into, while many times she gives an express driver 25 cents to carry a trunk upstairs for her.

Advertising is a big item in the cost of goods.

I have been told of one little

article which sells for \$5 and the manufacturer pays one-half of this for advertising, or rather the people who buy this article pay \$2.50 for the thing itself and \$2.50 for advertising, an increase of 100 per cent. of the cost of same, by reason of it being advertised.

How much would you give for what is spent for advertising by such firms as the H. J. Heinz Co., Royal Baking Powder Co., Quaker Oats Co., Shredded Wheat Co., Walter Baker Co., and all the other chocolate and cocoa manufacturers, automobile concerns, whisky people and our large department stores and the thousands of others that use the press to advertise their goods?

Here, by the way, is a clue for our Government which has talked a good deal of probing into the cause of the high cost of goods. Let the committees look into this matter of advertising and I believe that they will find that the difference between the cost of manufacture and retail price is largely due to the cost of advertising, and oftentimes this expense is larger than our profit on such goods as oatmeal, baking powders, Heinz pickles, cocoa and well known brands of whiskies, etc.

A word as to Mrs. Bangs (or Banks) who in a recent issue of a New York paper claims she has bought apples for \$1.25 per barrel and cauliflower at 2½ cents a piece. If Mrs. Bangs is after cheap prices she need hardly go to Wallabout market, she can get them in Columbia street, Myrtle avenue, Smith street and Fifth avenue, in grocery stores or vegetable stands, or the peddlers in the streets. She can also buy so-called best, or finest butter for 30 cents a pound, and so-called fresh-laid eggs fifteen for 25 cents, and some canned goods for 7 or 8 cents per can, at these same places, but they are of a quality that grocers with a better class of trade cannot sell, because people who think something of their palates and stomachs will not buy them or eat them.

Then again let Mrs. Bangs place herself in the position of the farmer who raised these apples and cauliflowers, who spent his time and labor ploughing, planting, harvesting, buying and paying for the barrel, paying freight and commission and then getting

about 25 to 50 cents for his trouble.

I wonder if she would think it was paying her?

Conditions will sometimes arise when things will sell for almost nothing on the docks owing to late arrival or a glut in the market.

Last summer, for instance, some commission man went over to New York and bought 100 half-barrel baskets of string beans for \$5. Five cents a basket. They surely cost the shipper at least \$1 or more per basket and the rest he had to lose.

These are abnormal conditions, however, and don't last but a day.

I saw by other papers that a committee is to try to find out where it comes in that there is such a difference between the price the farmer gets and the consumer pays for fruit and vegetables.

In some cases there is and in some there is not.

My farmer tells me he has been getting 60 cents per dozen for eggs right on his place for over a month back.

Potatoes are selling now on the island for \$1.25 per bushel, 3 to a barrel, makes \$3.75 per barrel right at home.

Compare this with the prices the grocers ask in the city and the difference is not so great when you figure loading, freight, the dealers' profit and the grocers' profit.

As to the produce that passes through the markets, we must remember that the people who have stands there must pay, some of them, \$100, \$200 and \$300 rent a month; must pay their drivers about \$20, their salesmen \$25, their buyers still more a week, must have horses and trucks or autos and support themselves and families; and, of course, all this must be added to the cost of the goods.

To illustrate this, let us suppose a lady wants a barrel of earth, of dirt, which, of course, is dirt cheap—cost nothing. But then she would have to buy a barrel for 20 or 25 cents. She would have to give the man who fills it for her 10 or 15 cents. She would have to give 10 or 15 cents to have it taken to the depot for her, pay 30 to 35 cents freight, pay the express company 50 cents to bring it to her house and again pay a

man 10 or 15 cents to take it into the back yard. So that the barrel of dirt costs her about \$1.50 at her house. This is one of the disadvantages of living in a large city.

Probably not all marketmen, and possibly not all grocers, are free from all sin, but I believe the great majority of them are honest men and do not ask or get more than a legitimate profit on their goods—many of them a mere living and no more.

To find the offender we must again look for the a little higher up. It is the large dealer and speculator that sometimes makes a fortune in one season.

I have been told that some men made \$40,000 to \$50,000 on apples last year by buying up all they could get and putting them in storage.

This year it's celery. One man is reported to have made \$30,000 by buying all celery in sight.

BERNHARD BISCHOFF.

Brooklyn, N. Y.,

December 21, 1911.

How the Breakfast Foods Stood in a Small Country Town Test.

The New York agent of a large cereal concern recently tested the question of the relative sale of patent breakfast foods as distinct from rolled oats, by having his salesmen make a house-to-house canvass in several typical small country towns in Connecticut and New Jersey, not letting the housewife know his purpose or identity, but merely asking what breakfast cereal the family used. It turned out that of 475 families canvassed 369 still use oatmeal of one kind or another, hominy two and rice one. Of the patent branded breakfast foods the showing was as follows: Kellogg's Toasted Corn Flakes, 186; Cream of Wheat, 133; Shredded Wheat, 112; Farina, 50; Post Toasties, 39; Wheatena, 37; Puffed Rice, 34; Force, 26; Grape Nuts, 21; Puffed Wheat, 7; Maple-Flake, 5; Malt Breakfast, 4; Washington Crisps, E. C. Corn Flakes, Rice Flakes and Pettijohn, 3 each; Ralston's, 2; Educator Food, Zest and Apitezo, 1 each.

New Bermuda white potatoes are in good demand at \$5 to \$5.50 for No. 2s and \$7 to \$8 for No. 1s. There are no Florida potatoes as yet.

The New York Letter

High Living Cost in Limelight Again. Women Form Another Scheme to Buy Co-operatively. More Food Cases Against Small Grocers. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, December 21, 1911.

All the papers are again giving their attention to the question of the high prices of meats and groceries. The dailies have long stories comparing the prices now and at other periods, a month ago and a year ago, with comments. Naturally, the writers endeavor to make their stories interesting to the general reader, and there is no easier way of doing so than to charge that some class of dealers, wholesale or retail, are making exorbitant profits, or that high prices are the result of a corner.

The figures and the facts are sometimes put together quite loosely and many readers get incorrect impressions about the grocery business in general.

One of the papers has been after the retail markets, and charges that while the wholesale price of meats, and of pork in particular, has gone down, the marketmen have not lowered their prices at all in proportion.

Aside from the meat products, the most attention is, of course, given to butter, eggs and milk. Eggs are unusually high and butter has been getting up to top figures. One of the claims made by wholesale dealers is that the new restrictions on the storage business and the threats of further regulation, resulted in a great reduction in the quantity of butter and eggs put in storage this year, and this is one of the causes of the present high prices. In addition, there are said to be natural causes connected with weather conditions last summer. It is predicted that if the new year should start with stormy weather, then even higher prices are coming for the two staples.

In the wholesale market some of the brokers are predicting 50-cent butter at retail before the winter is over. The best grades have been selling at 40 to 45 cents, and in some of the stores having an exclusive trade, more is now obtained for especially fancy grades.

There is also talk of the milk companies putting up the prices to

a uniform rate of 10 cents a quart. At present most of the companies are charging 9 cents, and one big company now has a 10-cent rate.

Some companies have been cutting the rate to 8 cents and selling milk that has not been pasteurized, but has been bottled at the farms in this and nearby States.

How the milk companies can get to a uniform price in view of the prosecution recently started against the so-called Milk Trust, it is not easy to understand.

These and other developments give the dailies plenty of material. The retail grocer hears many questions from customers who think that they are being charged too much. Of course, the retailer has to "put it up" to the wholesalers and trust that the customer will believe him.

Almost every week brings to the front some movement among the women for combating high prices and the frauds on the part of dishonest dealers. This week it is the Housewives' League, organized at the home of Mrs. Julian Heath, 6 West Ninety-first street, who has been elected the president.

This league is to oppose excessive prices, dishonest weights and measures and unsanitary conditions of food and of stores. It is to work by means of neighborhood branches, at which members are to meet from time to time and exchange their views and experiences in the different stores.

It is not the intention to complain regularly to the authorities of any violation of the laws that may be observed, but this will be done sometimes. As a rule, however, it is supposed that the neighborly talks, at which the members will tell of the prices they pay, the conditions and facilities of the stores, etc., will suffice to bring about such desired improvements.

As an instance, the housewives in a neighborhood, at their meeting, will each tell what they pay for eggs and if one of the grocers is selling fine eggs lower than anybody else, it will thus become known all through that part of the city,

and he will get a lot of new trade, unless the other grocers meet his figures.

To an outsider this seems to be an effort to make use of the gossiping of which women are said to be so fond, in order to serve a useful purpose, or what is expected to prove useful. It will be admitted by all that this would surely be a most effective weapon in some ways. What grocer would like to have his store, his personality, his methods and his prices dissected at a women's meeting? Suppose that he has an enemy who wants to injure him by talking against him at such a conference! The mere idea would cause a shiver to run down the spine of the busy grocer as he recalls what a sharp tongue can sometimes do in hurting business.

Several of the small grocers were in the group of dealers brought Monday before the court of Special Sessions for selling bad eggs, adulterated milk and similar products. Most of the cases were against bakers for using bad eggs.

A fine of \$500 was imposed on F. E. Rosebrock & Co., dealers in bakers' supplies, at Washington and Duane streets. They were accused of selling rots and spots in liquid form to the bakers for use in making cakes. The assistant corporation counsel, who appeared for the prosecution, asked for the maximum sentence, and said that this was one of the worst cases ever brought before the court.

The same firm was fined \$250 a year ago, when the authorities exposed the rotten egg business and claimed that they had broken it up. The present case and other similar actions of late seem to indicate that the business is sometimes kept up after the fines are paid.

The American Sugar Refining Co. has a plan under consideration for giving pensions to aged and disabled employees. The pensions are not to exceed \$100 a month and the minimum will be \$12 a month. The plan is to be submitted to the stockholders for approval.

Among the exhibitors at the successful Pure Food Show which the Queens Borough Retail Grocers' Association has been holding, are Borden's Condensed Milk Co., the Heinz Co., the C. F. Mueller Co.,

(Continued on page 17.)

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered U. S. Pat. Off.

ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

These trade-mark crisscross lines on every package

Cresco Grits and Barley Crystals BREAKFAST AND DESSERT CEREAL FOODS

FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES

Delicious foods for sick or well. Unlike other cereals. Ask doctors. For book or sample, write FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.



MAPLEINE

"The Flavor de Luxe"

Fulfills All Pledges of Quality

Delicious Flavor

AND

Maintained Selling Price

Order from your jobber or Frank A. Smith Company 105 South Front Street Philadelphia, Pa.

Crescent Mfg. Co. SEATTLE, WASH.

TELL YOUR CUSTOMERS THAT

RAE'S

Lucca Olive Oil

Is the product of perfectly sound, ripe, freshly picked, freshly crushed and pressed olives, grown in Tuscany, Italy, the one place in the world where the olive reaches perfection. You will not only please them but you will build up a splendid trade on Lucca Oil at a good profit. Prices in Prices Current.

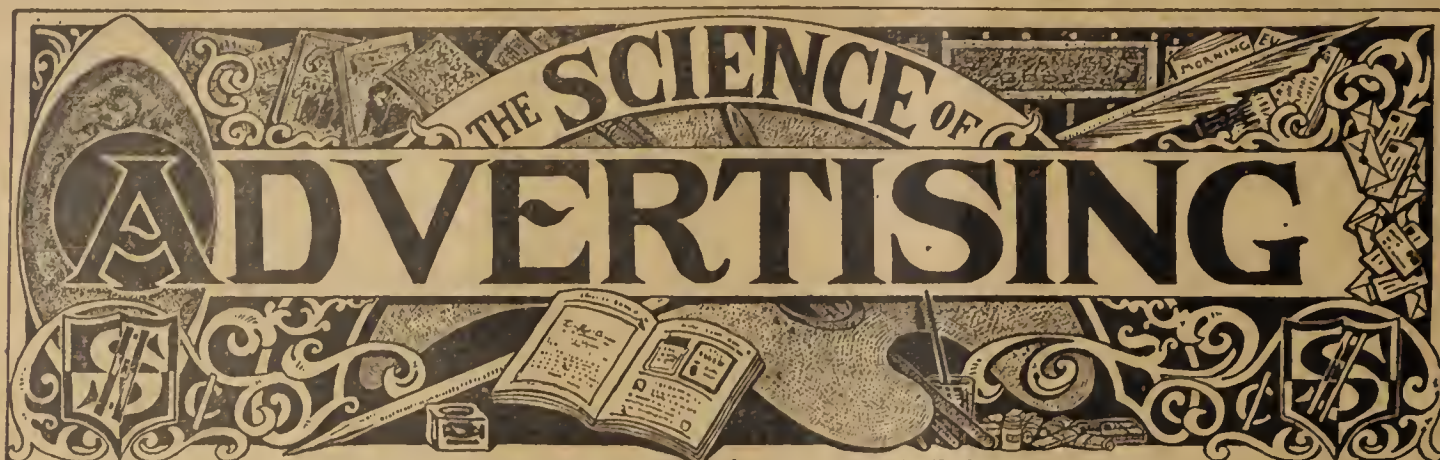
H. Kellogg & Sons
Philadelphia

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World
Columbus, Ohio

Sample free, or four months' trial for 10 cents



Greenfield, Mass., Dec. 14, 1911.
Editor "Science of Advertising."

Dear Sir:—I inclose a couple of circulars for your criticism.

I am generally pretty successful with them in securing direct and pleasing results. Sometimes I fall flat. Wherein do I fail?

Yours truly,
CHAS. A. GAY.

Mr. Gay sends two circulars, both well printed in black on good white paper. One measures about

This could be improved typographically, though I'm not prepared to contend that these changes would importantly affect the getting of results. I should have put the name and address at the bottom, and made a regular heading. The object of a heading is to attract attention to the advertisement—will the name and address of the store do that as

have been a suggestive heading, utilizing a thought brought out in the introduction.

The general appearance of this circular is pretty good. Perhaps the boldface is a little too big and black, but as the typography is clean this does not materially smut up the appearance. The circular would have a cleaner look if smaller type was used, but as I have already said, I'm not prepared to claim that this affected the business-getting features of the advertisement. I see not the smallest reason why this circular shouldn't have produced results, if it was circulated to the right people. The matter is well written. It is possible, however, to brighten the whole circular by using headlines instead of the names of the articles for the small paragraphs. For instance, instead of "Salt Pork," use "Pork You'll Like." If the circular had a main headline with some snap in it, instead of name and address, and each paragraph had its own suggestive head, the circular would look much more interesting, and would stand to get more business.

Mr. Gay says sometimes he gets results, and sometimes he doesn't—where is he at fault? I can't tell. Nobody can tell. Getting results from advertising is an extremely uncertain business. Even those who have been in the business for years confess themselves largely in doubt as to why some advertisements pull and others don't. It is easy to theorize about it, but just where the spot is that made the advertisement an apparent failure is an eternal mystery. The kind of advertising Mr. Gay is doing ought to bring returns, and as a rule it will, I feel sure. I say this with some reservations, however, for to get results advertising must be adapted to the people it is aimed at, and must

exploit goods in which they could reasonably expect to be interested. Furthermore, it must be circulated properly.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Why Prunes Are High in Face of Very Large Crop.

Crop 175,000,000 Pounds as Against 75,000,000 Pounds in 1910, But Surplus Has Gone Abroad to Make Up Foreign Crop Shortage.

There has been considerable speculation in the trade as to why the prune market should be so high in the face of a crop more than twice as large as last year. The reason is the very short crop abroad, which has absorbed a great deal of the California production.

The prune crop last year was not much over 75,000,000 pounds, and prices, as readers hereof know, soared higher than ever before. This year's crop is about 175,000,000 pounds, and had the foreign crop been normal, prices in this country would have been low. A number of operators who expected prices to be low anyhow, have, with their customers, been badly caught by holding off until the market had considerably advanced.

This year's prune crop in Europe was a failure, and almost every foreign country that consumes prunes has made demands for the California products. The shipments of California prunes abroad during the last few months have been enormous. They have kept the market in this country high and firm, and have not only prevented the accumulation of any surplus in California or in second hands, but have created an actual scarcity.

The prices for prunes on the coast, in a large way, have ruled around a 7 to 8 cent basis, which is much below the price reached last year, though considerably above what it would have been had the foreign crop been good.

DAVENPORT BLOCK		CHAS. A. GAY		MILES STREET GREENFIELD	
Specials for Greenfield Fair Week					
Prices on Pure, High Quality Groceries that will save you money enough to have a royal good time at the fair.					
It will pay you to buy liberally of them. Prices good for one week only, commencing Monday, September 18, 1911.					
Orders of \$3.00 or over delivered free in Turners Falls and Montague City.					
Squire's Smoked Shoulders Lean tender and sweet. Weigh from 4 to 9 lbs. Plenty of small ones. Two cents less than a year ago. Buy plenty, they will keep. Special per pound		Sweet Potato Special Large, sound, yellow potatoes. Dry cookers. The choicest quality. Special for Fair week, 10 pounds			
11c		30c			
Creamery Butter Sweet fresh made butter from Vermont. Come and test it. Quality fit for any table. Per lb.		Squire's Pure Lard You are just nestling up to the finest quality when you buy Squire's lard. Nothing better even at 18c a pound, the regular price. Special this week only, 10 pounds			
33c		\$1 19			
Gold Medal Flour A popular flour. The price is very low for the present market. It is time to buy. Special for this week Wednesday and Thursday only. Per barrel		Peter's Famous Cocoa Everybody says it far excels in deliciousness and flavor any cocoa at 25c a half pound can. It is genuine Peter's cocoa. Special full pound 25c, half pound			
\$6 43		13c			
17 Pounds Sugar \$1.00 To purchasers of a barrel of Challenge flour during this week only.					
Yellow Eye Beans Clean, tender cooking beans of the highest quality. Regular price 12c per qt. Special price 10c qt., pk.		Challenge Flour Good rich flour. Makes better bread than other flours. Costs more than other flours but is cheap at this price		Fancy Rice Finest quality grown large whole kernels, white and clean 4 pounds	
70c		\$7.00 bbl.		25c	
Peanut Butter Extra quality, fresh and moist. Elsewhere 18c pound, special 16c lb. 2 lbs.		New Raisins Large newly seeded raisins, cost no more than the old ones 2 packages		Cottolene Low No 4 pail, medium size, 53c No 10 pail, large size, \$1.29	
25c		25c		17 1/2c	
Success Coffee Rich and savory equal any 38c coffee. Pound		Parlor Brooms Bamboo handles, good oorn stock regular 50c broom, special this week		Fancy Bacon Squire's extra quality, liberally streaked with lean. This week only, pound	
29c		35c		13c	
Sage Cheese Come in and try it. Unlike any cheese sold around here per pound		Lenox Soap Box of 100 bars this week only at a price you will not get again. Box		Salt Pork Handsome quality, thick firm pieces, regular 18c kind, all this week, pound	
22c		\$3 13		97c	
Vanilla Extract Strong pure Vanilla in large 50 cent bottles during this week		Compound Lard Clean wholesome lard substitute special price, 10 lbs			
35c					

7 x 12, and the other about 8 x 13. I reproduce the larger one considerably reduced.

well as some strong and snappy line? "How to Make Your Fair Money Without Work" would

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Trenton, N. J.

Working in "P. Ms."—P. Ms. in the department store means premiums on sales. With grocers we usually style it commission on sales. If your firm sees fit to allow you temporarily or permanently $\frac{1}{2}$ of 1 per cent. on your sales in addition to your salary you're going to do some hustling.

You're not going to allow the man beside you to earn \$5 and you earn only \$1.50.

Both of you earn your "P. Ms." on merit.

Yet he gets \$3.50 more than you get.

If you're a wise young fellow you won't console yourself with any excuses.

You'll look the thing squarely in the face and size up his tactics—and go and do likewise.

Don't say it's because he is an older employee. Don't say it comes from his longer experience. These things are true because you fall to them.

They don't count in the "office."

And the "office" loves a big commission winner.

15-Cent Tomatoes.—Don't be afraid to talk 15-cent tomatoes. They'll bring you more business. Their use will put you in as a man that knows what he's talking about.

These tall 3s at 15 cents are cheaper than the standard 3s at 10 cents, aren't they? Still, it doesn't do to talk 15-cent tomatoes to everybody. The bargain woman should be left alone—till you get acquainted with her.

Confidential Tea Talk.—Don't go roughly at the prospective tea customer. Be personal. Find out her tea taste. That's a great thing to do. Formosa is poison to some people, yet may be a "joy forever" to another. Assam to the Irish is like baked beans to the Bostonians. Ceylon to the English is like marmalade to the Scotch.

Yet you'll find lots of old country people that think good tea can't be had in America at any price.

What a chance for the salesman that knows his business.

A Talk on Corn.—To us here in the East, Maine gives us the best corn. It's more creamy, more chewable, therefore more swallowable than that of other States subject to the receipts of this market. Big and all as New York State is, she can't boast of corn perfection.

But, gentlemen, every woman can't afford the same price.

As a matter of fact every one doesn't buy corn for the same "purpose."

Some buy it for stewing, some for fritters, some for succotash and some even for soup.

Don't you see the importance of talking to people and finding out their idea of things?

That's what makes the real salesman. That's what qualifies the man we referred to who made the big commission.

Get That Broom Straight.—You've seen men lift a broom out of a rack with the strands all broken—a weeping willow affair.

But did you ever see a woman warm up to a sick broom?

Get it out of the way.

Show her something that looks like work.

Take that working broom and stroke it.

Then give it a thud and a swipe on the floor where you stand and say, "That's the kind of a broom that will clean up things."

GERALDSON'S FIGS

AND OTHER

DRIED FRUITS IN CARTONS

are the best sellers ever offered to the grocery trade. Have many advantages over other style packages. Write for prices, and try a trial order.

GERALDSON FRUIT CO.
WINTERS, CALIFORNIA

FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

Who Pays Your Clerks' Wages?

You know, yourself, how much cheaper you could sell **Tea** if you didn't have to use clerks. Who pays the cost of your clerks? Isn't it added to your cost figure?

That's exactly our case. We don't use salesmen, and we therefore save *you* the cost of their salaries. Make us prove that by quoting you some prices. Both **Tea** and **Coffee**.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

89 FRONT STREET, NEW YORK

ESTABLISHED 1897

New Year Policy

The Grocery Store which does not pursue a progressive policy, which permits equipment, business methods, etc., to stand still, is sure to lose trade. The Grocery Store that maintains antiquated methods of lighting and advertising is certain to suffer a falling off of business.

Why not start the new year right, by immediately obtaining estimates for a complete Electric service installation? We will obtain such estimate for you without charge if you but say the word.

The Philadelphia Electric Company

TENTH AND CHESTNUT STS.



"Pays That Kind of a Profit"

Substitutes for gelatine may be all right for a change, but everybody who likes gelatine at all comes back to it in the end.

Nothing is quite like pure, old-fashioned gelatine, and no other pure, old-fashioned gelatine is quite like **CHALMERS'**.

Sell it, use it, praise it. It's an honest, high-grade product, and pays that kind of a profit.

JAMES CHALMERS' SON

H. P. TAYLOR, JR., Sales Agent
Richmond, Va.

WILLIAMSVILLE, N. Y.



CXXXIV.—Stopping Goods En Route for Unpaid Bills.

In the last article, which discussed the legal phases of a bill of lading, I announced that the subject of this one would be the right of the seller of goods which were in transit—on their way to the buyer—to order the railroad company not to deliver them. This is called the right of stoppage in transitu, and is one of the most peculiar doctrines known to the law. It is totally at variance with all fundamental principles, and is a subject that every business man, large and small, should know something about.

The right of stoppage in transitu is peculiar for this reason: It is fundamental that when A sells goods to B, and delivers them either to B or to B's agent, title passes to B, the goods are his, and A cannot retake them. The right of stoppage in transitu admits, when A sells goods to B, and delivers them to the railroad company for transportation to B, that that is legal delivery to B, but it still gives A the right to seize the goods again at any time until they get actually into B's hands or custody.

The way in which the legal principle often—in fact, almost always—arises, will be seen from a reference to a recent case that was brought to me for an opinion. I have summarized the facts as follows:—

B & Co. are wholesale dealers doing business in Philadelphia. A is a retail dealer doing business about 100 miles outside of Philadelphia. C, D and E are creditors of A, and the case was brought to me by them in concert. A purchased about \$800 worth of merchandise of B & Co. and same was shipped over the Pennsylvania Railroad. It was bought on ordinary commercial terms, and was therefore not paid for when the case reached its crisis. While the goods were on the road it developed that A was going to fail. He called a meeting of his creditors and presented a statement of assets and liabilities, including among the assets the \$800 worth of goods bought from B & Co. The

latter at once exercised the right of stoppage in transitu, and served notice on the railroad not to deliver the goods, but to return them. The question involved was—whose goods were they? If title passed to A when the goods were delivered to the railroad, and B & Co. no longer had any right over them, then they were properly a part of A's assets, and B & Co. could simply recover their pro rata share. But if B & Co. had the right of stoppage in transitu, in spite of the fact that title had passed for ordinary purposes upon delivery to the railroad, then B & Co. could seize the goods and they were not a part of A's assets.

The conclusion was reached without hesitation that B & Co. had acted upon their undoubted right. That title did pass to A upon delivery to the railroad, but in spite of that B & Co. could seize the goods while en route.

The doctrine rests on the very fair principle that when the seller is unpaid, and is likely to remain so, he has a better right to the goods than the insolvent buyer. In other words, the seller's goods should not go to pay the buyer's debts.

Before a seller can seize goods in this way, three facts must be present in the case:—

First.—The goods must be unpaid for.

Second.—They must be en route to the buyer.

Third.—The buyer must be insolvent.

Let me discuss these briefly in their order.

The requirement that the goods must be unpaid for explains itself. This does not mean, however, that they are considered paid for if notes should have been taken. There are a number of cases on record to the effect that even if a seller has taken notes from the buyer for the full amount of his claim, and discounted them, he can still stop the goods in transit, and he doesn't need to first offer to give the notes back.

The second requirement doesn't mean that the goods must necessarily be on board the train or boat, moving toward their destination. They are considered en route any time after they have been delivered to the railroad, or any time after they have been delivered to a forwarding agent, or to a packer or a warehouseman with instructions to forward.

The goods can be stopped any time between the minute they are given to the railroad, and the time when they reach their destination. Confusion often arises over what their destination is. The destination is the place where both seller and buyer intended the goods to end their journey. They can be seized even then if they remain in the custody of the railroad, but if they are delivered immediately to the buyer, or to any one representing him in any way, all right of stoppage is gone.

A very important factor is the third—that the buyer must be insolvent in order to allow the seller to stop the goods. Insolvency doesn't mean that he should have committed any public act of insolvency, such as going into bankruptcy, or making an assignment, but simply that he should have shown inability to pay his debts in the ordinary course of business. The insolvency can arise after sale and before the arrival of the goods at their destination, or it can have arisen before the sale, but then it must have been unknown to the seller when he sold.

Inasmuch as the right of stoppage only arises in case of the buyer's actual insolvency, and will lead to suit for damages if exercised against a buyer who turns out to be solvent, the question of insolvency becomes exceedingly important. There are cases which hold that a seller is

justified in assuming that the buyer is insolvent if he has stopped paying his debts. The buyer's mere failure to pay for these particular goods, however, or the fact that an attachment has been issued against him, is not considered sufficient evidence of insolvency, and even the fact that he has absconded is not, unless he has converted his property into money or made way with it.

If there is clear evidence of insolvency, such as making an assignment, or filing a petition in bankruptcy, the seller can stop the goods no matter what has been done. His right is good even though the buyer's creditors attach these very goods or seize them under execution.

As I have said, the exercise of the right to stop the goods will prove a boomerang against the seller if the buyer turns out to be solvent, for in that case the buyer can not only compel the seller to deliver, but he can recover damages for the failure to deliver. The buyer can also sue the railroad for non-delivery, and if compelled to pay damages the railroad can recover them in a suit of its own against the seller.

The way to stop the goods is merely to give notice to the railroad not to deliver. The notice can be in any form whatever, if its provisions are clear.

There are two ways in which the seller's right to stop the goods is completely destroyed—by transfer of the bill of lading, and by resale of the goods before shipment. To explain, A buys goods of B, they are delivered by B to the railroad for shipment, the railroad issues a bill of lading, which gets to A before the goods do. A at once transfers the bill of lading to C, thereby passing title to the goods. B cannot then stop the goods in transit if the transfer was bona fide.

The second method is akin to the first. A buys the goods of B, and before they are shipped resells them to C. B then delivers them to the railroad for shipment to C. If A becomes insolvent while the goods are en route, B has no right of stoppage, because the title to the goods has passed out of his debtor.

(Copyright, December, 1911, by Elton J. Buckley.)

Question: * * *, Lansdale, Pa.—In reference to a judgment

te, how long must it be entered on court records before claim can be made for collection of me? Or can claim be made immediately after it is entered up?

Answer.—You can issue execution on a judgment note as soon as judgment is entered upon it. Judgment will be entered on it as soon as it is due.

NOTE.—Requests for information in this Department should be set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

THE NEW YORK LETTER

(Continued from page 13.)

The Wisconsin Condensed Milk Co., Foxie, Schultz Bread, the Fleischman Co., F. H. Leggett & Co., B. C. Babbitt, E. Pritchard, Drake Bros. Co., Hecker's, Grady Mfg. Co., Chas. Gulden.

SUMMARIZED MARKET CONDITIONS.

The spot coffee market is flat as the result of the recent weakness and declines in options. Business can only be done by the brokers giving concessions. It is supposed, however, that stocks in various parts of the country are getting low and that a more lively business will come when the trading in futures becomes more settled. Jobbers and roasters are indifferent to mild grades, which are heavy in sympathy with Brazils. Holders of these grades are also inclined to make concessions in order to book orders.

As usual, just before the holidays, the tea trade has been quiet. There is a steady movement, however, for current needs and a better trade is expected to start after the turn of the year. The brokers say that the stocks are relatively small as the result of the Chinese shipments being below normal, and with any speculation, prices would be likely to go higher. Much interest is, of course, taken in the progress of the Chinese revolution and its

probable effect on the next tea crop.

Refined sugar is moving to consumption in a routine way at steady prices. All interests quote 5.75 cents, less 2 per cent. Refiners are not trying to push new business.

Rice has been coming in larger quantities, swelling the warehouse stocks, and the assortments are now more satisfactory than they were. Prices are steady.

While the demand for canned tomatoes is only light, there is enough to encourage holders in demanding full prices. Prices in the primary market for No. 3 Maryland range from \$1.10 to \$1.15, some packers not being at all anxious to sell under the top figures. Efforts to pick up lots for less than \$1.10 have not been successful in the last day or two. The California tomatoes are showing an upward tendency, but there is less interest in them than in the Maryland. Corn is slow, but packers look for an active demand after the New Year begins, and so are indifferent as to making sales at present. Peas are selling in a hand to mouth way at firm prices, and this is true also of string beans. Other canned vegetables are dull.

The offerings of California canned fruits at first hands are limited and dealers are not showing any desire to resell. So prices are steady, although there is only a small volume of business. Southern canned fruits are also inactive, but prices are firm.

Jobbers and brokers seem to have no surplus stocks of California dried prunes, the stocks being only sufficient, it seems, for their regular trade. As a consequence, the offerings are light. Reports indicate that the packers have no large lots to sell and the smaller packers are practically sold up. Those who have supplies on hand are inclined, it is said, to hold them, in the expectation of getting higher prices before the winter is over. Dried peaches and apricots are getting little attention, but there is no selling pressure, and so prices are firm. There is little interest in raisins of any kind, although reports from the coast are to the effect that some of the packers have raised their quotations on loose and seeded muscatel raisins. Interior markets have been buying more freely than New York. Imported raisins are dull, but firm. Dates are firm, with small offerings. Figs have an easy tone.

In the flour market there are complaints from brokers of cutting by some big mills. Reports indicate that buyers have been replenishing their stocks to a considerable extent at the recent low prices. At the Produce Exchange there have been some quite heavy sales of spring patents in wood at \$5.25 to \$5.30. The mills are generally asking \$5 for the patents in jute, but there is much bargaining.

Butter has been tending upward after a brief decline. The quality of the arrivals is irregular and there is so little of the butter coming up to the highest marks for specials that the competition among the buyers has sent up the fancy grades. In the middle of the week the inside price for specials was 39 cents and for extras 38 cents, these quotations coming from the Mercantile Exchange. First moved up to 35 to 36½ cents. Storage creamery is selling in a satisfactory way at 36 cents or more for the specials, although some nice stock is going at 34½ to 35 cents and other ordinary grades range down to 30 cents. Process butter is steady and quiet, the specials bringing from 26½ to 27 cents.

The egg market is excited and irregular. The receipts of fresh-gathered eggs are light, but any increase would probably send down prices from their present high level. As a result, the receivers are careful to close out arrivals as promptly as possible. Neighboring cities and more distant points are beginning to respond to the demand from this city, so that there is some prospect of larger arrivals in the next day or two. The fresh-gathered extras are quoted at 44 to 46 cents. Extra firsts have been selling at 40 to 42½ cents and firsts at 39 to 40 cents. Refrigerator eggs are firm and are helping out the demand. The sales are mostly at 24 cents and downward, according to grade, but a few fancy lots have brought 25 to 26 cents.

FRED. A. MCGILL.

Wholesale Grocers Directory.

The Official Wholesale Grocers Directory of the United States and Canada for 1912 is just off the press. (The 18th edition). A copy before us shows 3,040 names in United States and 169 in Canada with financial rating. The chain stores and combination stores are designated. There have been nearly 200 changes within the last twelve months. It is complete and absolutely correct. Those who desire a mailing list or a guide for traveling salesmen will find it by addressing Orrin Thacker, Columbus, Ohio. The price is only \$1 per copy and the volume is well worth it. It is the most complete yet issued.



\$50 a Year More

The other day a grocer figured up and found he could make \$50 more a year selling **Rumford Baking Powders** than by selling the powders he was handling then. And he actually did better by his customers when he made the change, for the powders he was selling were not to be compared in healthfulness and leavening power with **Rumford Powders** which contain nothing but food substances—pure phosphates, starch and soda.

If a grocer can make a better profit by selling better merchandise is he a wise merchant if he neglects the opportunity?

**Rumford
Chemical Works**
Providence, R. I.





Here's Wishing You Many of 'Em.

Merry Christmas, old hoss, and hope you have many of 'em. Let's go have a mug o' milk.

Hope you got all your old bills collected up and had the best turkey in your stock for yourself.

That reminds me of a kick a grocer's wife made to me a couple of years ago right after Christmas. She helps in the store, and I see her when I go there.

I made a little trip out there between Christmas and New Year's and handed over some of the usual stuff about hoping they had a good Christmas, and so on.

"We did, all but the dinner," she said. "What do you think Ben did? He sold every turkey we had in stock except one that was so poor nobody would buy it. That's what we had."

"I ain't going to eat what I can make a profit out of!" said Ben defiantly. The way he said it showed me they had had a few happy talks about it before. "Profits are too scarce nowadays to lose any."

I didn't say anything, for I hadn't got my order yet and anyway I don't see any place for little uncle in other couple's scraps. But I had something I could have said. I'd have had a good dinner if the sheriff was to sell me out the next day! If I'd been in the grocery business for a whole year I'd feel that I'd earned one good dinner anyway.

Of course, at the time I'm writing this I don't know exactly what I'm going to get for Christmas. Except a lot of "please remits"—I'm sure to get them all right. But I do know plumb well that the thing I want most of anything on earth I ain't going to get, and I ain't sure I'll ever get it.

That's a prosperous little grocery store in a town of 5,000 or 6,000 people. Gee whiz, but I am eternal hungry for that! If I

could get it I'd leave the road tomorrow. I've got a heap of good friends on the road, and I suppose I'm making a little more money out of it than a retail store would pay me, but I'm so sick of rooting about that I'd set fire to every railroad train in the country if it wasn't so much trouble.

Notice I said a "prosperous" little store. You know there are a few of 'em left. I don't mean the kind of store I get into every once in a while, where, if everything works right, and all the money comes in, and none of the trade drops away, the owner will just make both ends meet. I don't want to carry a bundle of worry on my shoulders every hour, and every day, and every week, and every night. Excuse me! I'd rather be a lawyer'n do a thing like that. Let's see, though, would I? Yes—it's a close question—but I believe on the whole I would.

The grocer that it costs a thousand a year to live, and whose business is worth only a thousand a year to him, is sitting on the edge of a hot stove, and any minute somebody may come along and shove him over where he'll burn his pants. None of that for me—I'll stick to the road until I lose all my hair before I'll let myself in for anything like that.

Honest to goodness, I never go in some of these stores and see the poor worried fellows that keep 'em without feeling so sorry for 'em I could shed tears. They're in hard luck. They run on so close a margin that there's never any room to spare and if they have a good year this year there's always that awful dread that next year they'll pay up for it.

Not on your life—I mean one of those tight little stores where there's just enough competition to keep things from going to

sleep, but not too much. I see a good many of 'em. The owner takes a good living out of his store right along—the best stuff he has, not what's left—and has some coin in bank besides.

Maybe he has a little car or a buggy. He's darned near always fat. Why shouldn't he be—he's having a hen of a good time. Don't need to worry over anything, his business holds up, and there's no reason why it shouldn't always do it if he tends to it.

A fellow like this can sit down any time and think on his good luck. There's nothing wrong anywhere. Everything is going

AMONG THE TRADE.

New prices on olives were issued by some of the large packers during the week on goods for future delivery. On both bulk and bottled goods they are about 8 per cent. below former prices. For instance the regular 10-cent size, which has been quoted at 82½ cents, can be bought for future delivery at 77½ cents. The new crop shows a shortage in large sizes.

The annual dinner of the Philadelphia Association of Manufacturers' Representatives, which was held at Kugler's on Friday night last, was the largest and most elaborate yet given. There were about 175 diners, nearly twice last year's number. The dinner itself was well chosen and well served, and the same jollity and good feeling prevailed which have made the dinners of this organization memorable. The speakers were Director Herman Loeb, of the Philadelphia Department of Supplies; A. C. Monagle, secretary American Specialty Manufacturers' Association; Albert Kaiser, president Philadel-

phia Retail Grocers' Association; A. M. Graves, secretary Tri-State Wholesale Grocers' Association; Isidore Levin, president Grocers' and Importers' Exchange; Chas. Glocker, president Wholesale Grocers' Salesmen's Association; D. O. Everhard, president New York Association of Manufacturers' Representatives, and George H. Carter, president New England Association Manufacturers' Representatives. The last named made one of the most remarkable speeches ever heard before the dinners of the Philadelphia Association. His voice was a delight and his diction unusually fine for a man not a professional speaker. The toastmaster was President George Nowland, of the association, who presided as gracefully as usual, and illuminated the proceedings with the celebrated Nowland smile. The Committee on Entertainment was C. A. Wilsey, H. P. Voorhees, S. H. Frowert and H. G. Lord. On reception, Frank A. Smith, E. L. Tupper, W. H. Rohr and H. G. Flint. A feature of this year's dinner was the presence of wholesale grocers from many interior sections of the State.

ahead all right—he's comfortable. Gee whiz! Gee whiz!

I never go out of that sort of a store without wanting it. Maybe I wouldn't be that kind of a grocer at all. I might get a store like that and run it into the ground in a year. You never can tell—us fellows that think we know it all are often the punkiest sort of piffles when it comes to trying it out.

Between you and me, though, I don't believe I could ever get hold of a store like that even if I had the price, for I notice they ain't for sale. Nobody who has one ever wants to sell it unless he's a fool, or has to go to California to claim a legacy of ten million dollars, or something.

Oh, shucks, what in tarnation's the use of me running on this way. I'll never get any store. Except one of these movable department stores that sell collar buttons, suspenders and string. There's nobody about to hand me out any real luck. I ought to shut up and think cheerful thoughts around Christmas.

Well, I'll be finishing my milk and moving on, I guess. So long.

THE STROLLER.

THE GROCERY MARKETS

Tea.

There has been no change in the tea market during the week. Prices on the entire list are well maintained and steady to firm, especially on the lower grades. The demand for tea has slackened off considerably, and will remain quiet until after the first of the year.

Coffee.

The coffee market is still dull and inclined to be easy. There is more or less uneasy fluctuations in options, but actual coffee has remained about unchanged, though the market at present is without doubt in the buyer's favor. All grades of Rio and Santos, together with milds, are nominally unchanged, but none too strong. Java and Mocha are unchanged and steady to firm.

Sugar.

There has been no radical change in the sugar market during the week, but some sales of raws have been made at a slight decline. The tone of the market is rather easy, though refined has not changed and will probably not change until after the first of the year anyway. Refined sugar is in fair demand.

Syrup and Molasses.

Since the last report glucose has declined 10 points, but syrup did not as usual go off with it. The demand for compound syrup is fair and for sugar syrup small. Good sound molasses is scarce and the price has advanced several cents per gallon during the week. The demand is good.

Fish.

Mackerel is dull, on account of the holiday season, but prices are well maintained. There will be no particular demand for mackerel until after the turn of the year. Cod, hake and haddock are in fair demand at unchanged prices. Domestic sardines are exceedingly dull at ruling prices, and imported brands are little better. Salmon shows no change. Stocks are small, prices very high, and the demand fairly active under existing conditions.

Canned Goods.

Packers are out with future offerings already. Tomatoes are

offered at 80 cents f. o. b. in a large way, though some packers want 82½ and others refuse to sell at all. Last year's opening price was 75 cents. Corn, peas, string beans, etc., are also offered, everything but peas being priced about the same as a year ago. Peas are from 10 to 12½ per cent. higher than a year ago, and are probably in for a very high season. There will likely be no 10-cent peas at all, as the cheapest peas that have so far been offered have been 87½ cents in a large way, and there have been only a few of these. Spot tomatoes are forging up, under the press of undoubted scarcity, and practically nothing can now be obtained for less than \$1.10 per dozen f. o. b. in a large way. Stocks everywhere are light. Corn and peas are unchanged and quiet, the latter being much stronger than the former. Apples are unchanged and quiet. California canned goods are quiet and unchanged. Small staple canned goods in fair demand at ruling prices.

Dried Fruits.

Prunes are still maintained on a high basis, and the demand is fair. Peaches and apricots are dull at unchanged prices. Raisins are in moderate demand at unchanged prices. Currants fairly active and unchanged. Dates, figs and citron are all in good demand at unchanged prices.

Beans and Peas.

Domestic pea beans are about unchanged on spot for the week, and the demand is fair. Domestic marrows are about unchanged and in fair demand. California limas are unchanged, but the spot price is a little below the coast parity. Green and Scotch peas are scarce, high and quiet.

Butter.

There has been a very active market on all grades of butter during the week. The receipts of all grades have been very light, and stocks in storage are also lighter than usual at this season. In consequence of these conditions the market has advanced 2 cents per pound during the week. The consumptive demand seems rather extraordinarily good, con-

sidering the extreme high prices. No increase in the make is likely in the near future, and prices will depend very largely on the consumptive demand.

Eggs.

The receipts of fresh eggs continue light, and the consumptive demand good. No increase of consequence in the production is likely until after the first of the year, and the production will then depend on the weather.

Cheese.

Cheese continues very firm and the wholesale market is ¼ cent higher than a week ago. As usual at this season, the consumptive demand is dull. Stocks in storage are light. No important change in cheese is looked for in the immediate future.

Provisions.

Everything in smoked meats continues very dull, and the market is steady and unchanged. No change is likely in the near future, or until after the first of the year, when the price will depend on the consumptive demand. Pure and compound lard are barely steady, with only a fair consumptive demand. Barrel pork, dried beef and canned meats are unchanged and steady.

Poultry.

Turkeys are in good demand, and stocks of fancy selected birds have been quite ample. The average price brought by good stock has been 23 cents. The quality of this year's turkeys has been very good. Chickens and fowls have ruled at 15½ to 16 cents per pound; demand good. Ducks, 20 cents and geese, 16 to 17 cents; demand light.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples.

Trading on evaporated apples has quieted down somewhat owing to the usual holiday dullness. Desirable qualities, however, are hard to obtain.

Prime rings in 50-pound boxes are quotable at from 8½ to 8¾ cents. Choice, ½ cent per pound higher.

Owing to the scarcity of the goods it is expected that we will have a gradual advance a good deal the same as last season, al-

though there is no manipulation in the market.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Holland Herring.—The fishing in Holland seems to be closed for the season. The vessels have lately just caught Spents, which as a rule is a sign that the fishing is at an end. Here are the statistics for this season compared with a few previous seasons: 1911 catch, 633,745 barrels; 1910 catch, 750,557 barrels; 1909 catch, 739,924 barrels; 1908 catch, 630,049 barrels.

The demand for Holland herring in this market is just fair. Prices are rather firm without any decided tendency to go higher. Still, it is very likely that after the turn of the year, when new demand may spring up, prices may show an advance.

The mackerel market is rather dull; price well maintained, but demand is only fair in a hand-to-mouth way.

Imported Oil Sardines.—The fishing of sardines in France of course has ended long ago. The fishing of sprats ought to be in full swing now and still only a few very small sprats have been caught, much too small to be of any use for this market. In Belgium they have just started taking in a few sprats and our people have cabled that they have started packing. We hope that this will continue.

In Norway the fishing is only fair and cannot be called good. Besides prices are high. Demand here for all kinds of sardines is very good indeed in spite of the holiday season, which usually restricts demand for sardines, but buying in the line of sardines and sprats is decidedly better than from hand-to-mouth and orders are coming in very nicely.

STROHMEYER & ARPE Co.

New York.

Standard Canned Goods.

The feature in the market last week was the continued activity in tomatoes and a further advance in the prices of them, with strong indications of a higher range of quotations early in the new year, based on reports of light stocks carried by the canners as well as the jobbers, which appear to be well-founded. It is an axiom in the trade that a sustained advance in the prices is seldom experienced while a large percentage of the season's pack remains in the hands of the canners, but the course of the market so far proves

the rule. Not only has the advance in prices been fully sustained up to this date without the slightest sign of any reaction at any time excepting once since the canning season opened in August last, but it has all the earmarks of permanency. Surprising statements are being made concerning the small stocks of tomatoes remaining in the hands of canners in Maryland, Delaware and New Jersey, and they come from reliable sources, but there is no way to verify them absolutely, at least not until the official statistics of the National Canners' Association are published, which by the way are expected to be issued any day now.

Sweet potatoes were active and stronger again last week, and a number of the canners were reported sold out. They look like going higher shortly. String beans are stiffening up again and they are worth attention, as well as lima beans, because of lighter offerings. Kraut continues strong and fairly active. Corn continues dull, and the other lines of canned vegetables were less active and unchanged as to prices.

Apples were the only article in the line of canned fruits that was active last week, and they continue to show signs of some reaction coming shortly. The low prices for pears will make them a good seller by and by, and the steady run of small orders for them will wear away the stocks on hand. The stocks of all kinds of pineapples, peaches, berries and cherries are almost ridiculously small in this market for this time in the year, especially pineapples and peaches.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Salmon.

There are a few packers from whom we have not heard and we have been compelled to estimate their packs; we think, therefore, that the total Alaska salmon pack will run very close to three million cases.

In comparing this year's pack with the packs of previous years you will note that this is the largest pack of Alaska salmon ever put up. The large increase consists entirely of pinks and chums. The largest pack of Alaska pinks and chums heretofore in any one season amounted to 880,000 cases, whereas the pack of these two grades this year in Alaska alone amounted to 1,300,000, or about 400,000 cases more than in any previous year. In addition to this the Puget Sound pack of pinks and chums amounted to over 1,000,000 cases, or 500,000 cases more than any previous pack of these grades. Consequently the total pack of pinks and chums in Alaska and on Puget Sound this year amounts to nearly a million cases more than was packed in

any previous year, and it is more than gratifying to know that it has practically all been marketed. Stocks of chums are very light, and at the very outside, we don't believe there are to exceed 150,000 cases of all grades of pink salmon unsold. Outside of pinks and chums, the market on the coast is practically bare of every grade of salmon, with the exception of a few Oregon-Washington medium red.

GRIFFITH-DURNEY Co.
San Francisco, Cal.

Rice.

Only fair demand characterizes the distribution of the week. Receipts are fairly liberal, mostly going into warehouse, so that the spot stocks are liberally assorted. Prices are steady to firm, under sustaining advices from primary markets. Quite liberal purchases have been made for delivery after the turn of the year, when higher prices are anticipated.

Advices from the South note improved demand on the Atlantic Coast. At New Orleans the distribution is light, but large sales of both rough and cleaned have been made to millers at full figures.

In the interior—Southwest Louisiana, Texas and Arkansas—a brisk demand is reported. Holders are firm, some withdrawing samples in view of probable advance later on; others unwilling to part with goods unless full prices are obtained. Large purchases of rough have been made by the mills and planters are holding their product firmly at published rates.

Cables and correspondence from abroad note strong markets on all deliveries. The generally conceded shortage of foreign production last year is confirmed by the fact that the quantity "arrived and afloat" for European markets is nearly 200,000 tons (equal 4,500,000 pockets) less than last year at equal date.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Spices.

The market has reacted somewhat. There seems to be a very urgent demand for immediate as well as January requirements. Prices generally are firm and many articles are really higher.

Pepper.—Demand has been unusual and the small supply here has been cleaned up pretty well. The stocks in our country at present are smaller than they have been in many years and we can safely say the consumption is far greater than ever before.

Red peppers much firmer, but without special features.

Cloves are higher. The demand is unusual. Spot supply continues very small.

Nutmegs are slow sale during the week. Prices unchanged.

Pimento (Allspice) somewhat firmer and in better demand. Prices very steady.

Mace in big demand for 1912. Stocks here and in Europe are greatly reduced. Higher prices seem probable.

Cassias in better demand. Market has a stronger tone.

Gingers unchanged for spot stocks. Futures are slightly firmer. We hear reports of poor crops of Cochin.

Tapioca somewhat firmer and higher for arrival.

Seeds, herbs, etc., very steady, with fairly active trading. Dutch Poppy is very scarce on spot; Celery unchanged during the week.

Paprika.—Hungarian rather quiet and steady. Spanish in better demand at unchanged prices.

McCORMICK & Co., Inc.
Baltimore, Md.

New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:—

Washington, D. C., Nov. 14, 1911.
1,008,602. Cereal percolator. G. Lake, Cleveland, Ohio.

1,008,639. Method of and apparatus for mixing dough. H. Gottschalk, Burnham, Pa.

1,008,700. Folding crate. J. R. Crowder and A. C. Sansbury, Louisville, Ky.

1,008,813. Counter guard. C. A. Gloekler, Pittsburgh, Pa.

1,008,861. Percolator. J. Piaseczny, Holyoke, Mass.

Washington, D. C., Nov. 21, 1911.
1,009,142. Percolator. T. L. Ferrall, Rochester, N. Y.

1,009,451. Egg receptacle. M. Subert, New York, N. Y.

1,009,610. Process of decaffeinating coffee beans. K. H. Wimmer, Bremen, Germany.

1,009,670. Apron for confectionery machinery. T. and D. Kihlgren, Springfield, Mass.

TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 44,495. "Chocolate Cream" for coffee. Western Grocery Co., Marshalltown, Iowa.

Ser. No. 51,026. "Yours Truly" for cereal, coffee, etc. Stanley Clague, Chicago, Ill.

Ser. No. 53,907. "Forest City" for canned goods. Geo. W. Lowden, Savannah, Ga.

Ser. No. 58,363. "Black Crows" for candy. Mason & Co. Confectionery Mfg. Co., Brooklyn, N. Y.

Ser. No. 58,762. "Decoration" for wheat flour. Moseley & Motley Milling Co., Rochester, N. Y.

Ser. No. 52,695. "Alcalde" for canned goods. Goldberg, Bower & Co., San Francisco, Cal.

Ser. No. 55,243. "Big Tour" for canned goods. The Tour Co., Inc., Norfolk, Va.

MARKET NOTES.

Florida grapefruit are steady to firm, but prices show no change for the week—\$4 to \$5.50 per box. The demand is active.

Florida oranges are a little easier than they have been, the present range being \$2.75 to \$4.50

per box. The holiday demand has been good.

Florida cucumbers are in active demand at \$4 to \$4.50 per box. Hothouse cues are \$1 to \$1.25 per dozen and wanted.

California tomatoes seem to have the call still, the range being \$1.25 to \$1.50 per carrier. The quality is good. Hothouse tomatoes are worth 30 to 35 cents per pound.

Almeria grapes are about unchanged and range from \$2.50 to \$6 per keg. The crop is heavy and prices comparatively low, but the demand has been good.

Cranberries are up around \$10 per barrel for the best. The quotation per crate is \$2.50 to \$3.50, which is equivalent to \$9 to \$10 per barrel.

Florida beans are coming forward at \$4 to \$4.50 per crate, which price is only possible because beans are scarce. The demand is good.

Florida eggplants range from \$3 to \$4 per crate, which is high. The demand is fair.

Florida salad is off and is not very actively wanted. The range is \$1.50 to \$2.25.

Hothouse radishes are about, selling for 3 to 4 cents per bunch.

Taft Recommends Parcels Post.

In a message sent to Congress on Thursday last, President Taft comes out flatfootedly for parcels post in the recommendation that appears below. He does not think parcels post will hurt the country merchant:—

Steps should be taken immediately for the establishment of a rural parcel post. In the estimates of appropriations needed for the maintenance of the postal service for the ensuing fiscal year an item of \$150,000 has been inserted to cover the preliminary expense of establishing a parcel post on rural mail routes, as well as to cover an investigation having for its object the final establishment of a general parcel post on all railway and steamboat transportation routes. The department believes that after the initial expenses of establishing the system are defrayed and the parcel post is in full operation on the rural routes it will not only bring in sufficient revenue to meet its cost, but also a surplus that can be utilized in paying the expenses of a parcel post in the city delivery service.

It is hoped that Congress will authorize the immediate establishment of a limited parcel post on such rural routes as may be selected, providing for the delivery along the routes of parcels not exceeding eleven pounds, which is the weight limit for the international parcel post, or at the post-office from which such route emanates, or on another route emanating from the same office. Such preliminary service will prepare the way for the more thorough and comprehensive inquiry contemplated in asking for the appropriation mentioned, enable the department to gain definite information concerning the practical operation of a general system, and at the same time extend the benefit of the service to a class of people who, above all others, are specially in need of it.

The suggestion that we have a general parcel post has awakened great opposition on the part of some who think that it will have the effect to destroy the business of the country storekeeper. Instead of doing this, I think the change will greatly increase business for the benefit of all. The reduction in the cost of living it will bring about ought to make its coming certain.

CORRESPONDENCE.

To Introduce Cheese Rennet.

New York, December 20, 1911.
To the Editor.

Dear Sir:—We are desirous of introducing a new cheese rennet, and not being very familiar with his article, you would greatly oblige us by suggesting the best ways and means by which you think our aim could be reached in the best and quickest manner.

The rennet which we want to introduce on the American market is a Danish make, and although the article has only been in the market for a few months it has secured an enormous demand, not only on the home market, but also in England, Russia and other cheese manufacturing countries. The rennet which we

can offer is light in color, absolutely pure (free from acids), and furthermore absolutely free from any smell.

It is our intention and desire to get hold of one good and reliable party in each of the cheese manufacturing States, as we ourselves are not at all prepared to handle the proposition, our business being entirely in the export line.

If you should be able to suggest how to handle this matter by bringing us in touch with the right people, you would greatly oblige us. We feel positive that we have the goods.

Thanking you in advance and trusting soon to be favored with your kind information, we remain,

Yours very truly,
MELCHIOR, ARMSTRONG &
DESSAU,
J. Jergens.

The writer isn't particularly well posted on matters connected with the manufacture of cheese, but he assumes that cheese rennet is a substance used to hasten the formation or coagulation of cheese. If this is so, the question of its distribution should be taken up with some one familiar with the cheese industry. This correspondent is advised to write either to "Chicago Dairy Produce," Chicago, Ill., or "Produce Review," New York.

Larkin Co. Now Regular Mail Order Merchandise House.

The Larkin Co., of Buffalo, N. Y., has branched out into the mail-order business, having formed the "Consumers' Wholesale Department of the Larkin

Co." The development of this end of their business will make the Larkin Company the third largest mail-order house in the country. It will build a big plant in Chicago to handle its Western business.

Written for the "Grocery World and General Merchant."

Says Dirty Stores Breed More Weevils.

Cereal Manufacturer Says While Weevils Originate in Breakfast Foods, They Go Outside, Propagate in Unsanitary Surroundings and Infect Fresh Cartons.

I have been attracted to a discussion which recently went on in your journal regarding the development of weevils in breakfast foods. My recollection is that it was suggested that weevils come more from the unclean condition in which some grocery stores were kept than from deterioration of the cereals themselves. Your opinion was that they came from the cereals themselves, and that the condition of the stores was not responsible.

I disagree with you in part on this point. Without doubt weevils do develop in breakfast foods, by reason of unfavorable weather, too long keeping and so on. The manufacturer does everything in his power to prevent this, but nothing can prevent it absolutely, owing to the nature of the grain. But if all grocers were to keep their stores in a cleanly and sanitary condition there would be fewer weevils than there are, for

without doubt the few which develop in the cereal for reasons which are not under anybody's control are greatly enlarged by the many that find their way into the cartons from the store premises. It seems to be clear that weevils develop in cereals while on the grocer's shelves, that they find their way outside, propagate there by reason of unsanitary conditions and then hunt other cartons to conquer. If a grocer would see that his shelves and woodwork were kept immaculate he would find that his percentage of loss on perishable goods would be very greatly reduced.

A CEREAL MANUFACTURER.

* * * * *, Dec. 20, 1911.

New Jersey Fruit Men Say Cold Storage Law Hurts Instead of Helping.

New Jersey fruit men have decided to ask the incoming Legislature for measures that will give them relief from certain restrictions of the new cold storage law, which it is said interfere with their giving the public the best service. The feature of the law most objectionable to the fruit growers is that which forbids them from repacking apples, pears and other fruit between the time it is placed in the cold storage and sold to the consumer. This legislation was particularly aimed at egg dealers, and as such would halt to a considerable extent the traffic in "rots and spots." The legislation being general, the same restrictions affected the packing of fruit.



Cruiser Brand

HIGH-GRADE CANNED GOODS



CRUISER BRAND Tomatoes, selected from choicest New Jersey stock, finest goods packed, extra weight cans, averaging 2 lbs., 12 ozs., we challenge competition. Price, per doz., \$1.25

CRUISER BRAND Corn, choicest New York State stock, Fancy Grade, a fine corn, guaranteed to please. Price, per doz.,90

CRUISER BRAND Small Sifted Peas. Extra choice quality, early packing, small and tender. Price, per doz., 1.75

CRUISER BRAND Telephone Sugar Peas. This is an extra fine quality large sugar pea, Telephone variety, one of the most popular peas in the market. Price, per doz., 1.45

CRUISER BRAND Early June Peas. An extra quality Early June Pea, sifted and of fine flavor. Price, per doz., 1.40

CRUISER BRAND Stringless Beans. Extra choice quality, young and tender, and packed for the finest trade. Price, per doz., \$1.50

CRUISER SMALL LIMA BEANS. These are a choice variety small Lima Beans, about the size of your thumb nail. They are selected and packed with great care, being strictly high grade. Price, per doz. . . 1.65

CRUISER SUCCOTASH. A choice dish, being strictly high grade. Made of the choicest varieties of Corn and Lima Beans. Price, per doz., . 1.30

CRUISER WHITE WAX STRING BEANS. This is an extra quality Golden Wax Stringless Bean. Finest variety of its kind and highly recommended. Price, per doz., 1.25

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Practical Questions of Store Management

CONDUCTED BY HENRY JOHNSON, JR.

This department is conducted by a man who has run a successful retail grocery store for years and who has also had much experience with larger enterprises which involved the selling of merchandise to retailers. He is, therefore, informed upon both sides of the general questions of store management and will discuss those questions from week to week. The central thought of his articles will be "getting the best service and the most money out of a retail store." Subscribers are invited to submit queries on any and all subjects within the scope of the department.

Watch the Fractions.

The Bankers' Profits—Comparison by Details—Solid Structure of Customer Confidence.

A wise, broadminded lawyer said this to me many years ago:

"A banker makes all his money by little charges—ten cents exchange here—six per cent. per annum on a loan of \$25 for thirty days there—all penny business. That is why banking is such a narrowing occupation."

It set me thinking. The more I thought, the closer seemed to be the analogy between banking and the grocery business. Moreover, it seemed to me that if bankers could roll up net profits of 20 per cent. to 30 per cent.—or more—through conserving dimes, nickels and pennies, I could do better than they did because I handled so many more penny margin transactions. I do not know the average transaction in a bank, though I am going to find out and report on it; but some time ago I figured over my business and found that the average sale was not far from 34 cents. In a business of approximately \$200 per day this would mean just over 588 transactions. One-half cent variation on each sale would figure \$2.94 per day, \$911.40 per year. One-quarter cent variation would amount to \$1.47 per day; \$455.70 per year. Cut these figures in two for the average grocery business and it will be apparent that such variation one way or the other will cut a serious figure. Since then no detail of cost or handling or slight variation of margin has failed to command my most careful attention. And you—you—Mr. Reader, cannot afford not to put your best thought into this thing.

I talked with the manufacturer

of a scouring compound a few days ago and told him what satisfaction I had in pushing his goods. I showed him that his product paid me 30 per cent.; and, by the way, I had to stop to demonstrate that it was not 43 per cent., as he thought and stated it was. Then I told him how we had no trouble in always getting full 10 cents per package for his goods—never thought of running it 3 for 25 cents or anything like that. Finally, that it always did the work so well that each introduction meant a new permanent outlet for it, so that his work and mine were both well and profitably done every time I made a sale.

He was interested—naturally, but he was also surprised, he said, to find a grocer who thought intelligently about his business. "All you say is true, Mr. Johnson; but do you know that we find it the hardest work to get a grocer's interest. It seems that the dealer will spend all the time the salesman will give him on canned tomatoes, something he buys in quantity and sells steadily; but scouring soap seems all to look alike to him."

I always stick up for the grocer, and did in this case; but I won't try to tell you that you are all right, for I know better. I know this man told me just what generally happens; that some fool spectacular thing like 25 or 50 cases of tomatoes or corn will set you figuring and bargaining, under the impression that you are showing yourself "a close buyer," while a hundred steady-selling staples about your store are passed over in a rush—you have

"no time" to analyze their results to see if you are really getting yours.

I told this manufacturer to change the "spiel" of his men and get them to talk margins to all of you from both ends. That is, to tell you that his product would pay you 43 per cent., as you would probably figure, or 30 per cent., as he would more honestly and conservatively figure it. That will get the attention of any grocer who is not a mummy. Moreover, it will educate him through setting him to thinking, and the man who starts another man thinking on logical lines is never forgotten by the thinker; hence, this product would thereafter receive some intelligent attention.

Suppose a proposition were made to you to-morrow whereby you might make a slight change in your method of handling flour which would result in your receiving, say, 2 cents extra on each 49-pound bag and 1½ cents on each 24½-pound bag, with proportionately larger fractions on smaller packages—would you pass it up carelessly, or would it strike you as important? I am inclined to think you would be "too busy."

Yet see what this means: On a car of 600 ¼-barrel sacks this means \$12. if 1,200 ⅛-barrel sacks this would mean \$18. The average between the two is \$15. If you handle two cars a year this saving will cover your telephone bill; if four cars, you will save your telephone, postage and stationery accounts—and something more; if you sell a carload a month here is half your cashier's pay. And I need not tell you that a variation of \$10 or \$15 on the price of a car of flour would attract your attention so completely that you would spend hours figuring whether any other consideration might offset this saving. So I urge you to overlook *nothing*—not even 3 cents on a box of clothespins. See that every fraction is made or saved, for you need these in your business.

There is still that other point on which I have insisted for all these years: That no merchant can better his own condition through taking thought without becoming a better merchant, a better citizen, a broader man.

For, if you think about the details of your business and form the habit of considering all points, you will serve your customers better; thus be more valuable to them; thus hold them more securely.

Chain Tea Co. Sued for State Taxes.

Suit has been filed in Little Rock, Ark., by attorneys for the State against the Great Atlantic and Pacific Tea Co., to recover \$331,000 in penalties for failing to comply with the law requiring the payment of fees for doing business in that State. One of the suits was brought under the act of 1907, which provides a penalty of \$1,000 a day for every day a foreign corporation engages in business in the State without paying the entrance fee. In this case the defendant is charged with being illegally engaged in business from August 1, 1910, to March 8, 1911, inclusive, a period of 222 days for which penalties aggregating \$220,000 are asked. The other suit is brought under the act of 1911, which repealed portions of the former act and reduced the daily penalty from \$1,000 to \$500. In this case the defendant is charged with violating the law since March 7, 1911, and that it is still violating the law, the period, the complaint alleges, being 222 days, for which penalties amounting to \$110,000 are asked.

Chain Cigar Store Co. Makes Enormous Earnings.

The United Cigar Stores Co. is soon to pay a dividend of 250 per cent., according to reports in financial circles. The plan, according to the report, will call for the distribution of \$50 in cash on each share outstanding and \$100 in common and \$100 in preferred stock. This would total 250 per cent., as the par value is \$100. A string will be attached to the cash dividend, however, it is said, as it will under the terms of the distribution, revert to the company's treasury for the purpose of taking up bonded debt held by the American Tobacco Co. The United Cigar Stores Co. is supposed to do a business of \$35,000,000 a year.

Why not show your interest in an up-to-date self-measuring oil system by writing to S. F. Bowser & Co., Inc., Fort Wayne, Ind., asking for their illustrated book No. 95. It will pay you to do so.



Special on Cocoa.

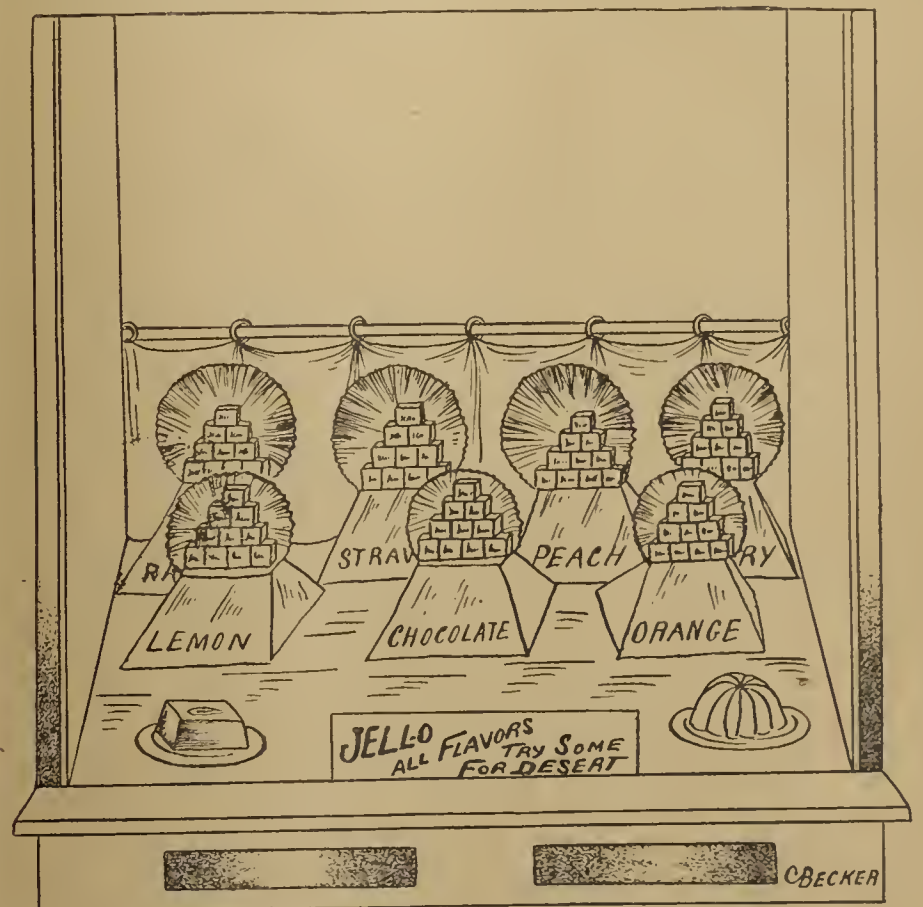
Cocoa is always a staple article. If you wish to introduce a new kind or reduce a large stock, run a special on it for one day. Make the price on the different kinds and sizes to suit yourself, at a figure that you know will make plenty of sales. It is arranged as follows: First make a narrow platform at the rear of the window. The height of it is about sixteen inches. From the edge of this run a slant of boards down to the front and the same at each side. The platform should be made in width and depth according to the size and shape of



the window. Cover the platform and slant with brown crepe paper. The lettering is made with loaf or domino sugar. In the centre of the platform spread a white napkin, on which place a chocolate pot, cup and saucer and a bowl of sugar. At each side in front place a row of cocoa in small cans; back of these two rows and in the rear large cans. Place a neat price tag at the end of each row towards the centre. Run a width of the brown crepe paper across at the rear and finish on the top with a twisted strip of white crepe paper and fasten a large bow of it at each side.

Jello Display.

Every grocer sells Jello or some other similar dessert product. This suggestion illustrates a very neat way to display all the different flavors. It is arranged as follows: First cover the bottom of the window with white crepe paper and in the front, in the centre, place a long, neat sign card with lettering like in cut. At each side on a plate have some of the Jello turned out fresh from a mould. Now place three small boxes about in the centre and cover them all around with crepe paper by tacking it fast around the top and spreading it out around the



bottom. At the back arrange the paper fan shape. Use different colors; for instance, the box on which the packages of lemon Jello are displayed is covered with lemon yellow crepe paper and also the fan shaped decoration in the back of each box. The chocolate with brown, the orange flavor with orange color paper, and so on. The other four flavors in the rear, for which you will have to use pink and red, will show up very well. Cut the letters for the name of each flavor from black glazed paper. A drop of tube glue or paste will hold them in position. Use white crepe paper, curtain effect, for the background.

Oleo Output Smaller Than Last Year.

The output of oleomargarine in the Chicago district for the month of November was 169,139 pounds of colored and 7,437,784 pounds of uncolored, or a total of 7,606,923

pounds, against 220,928 pounds of colored and 10,180,416 pounds of uncolored, or a total of 10,401,344 pounds for the same month in 1910. This shows a falling off of 2,794,423 pounds from the same month a year ago. The output for the

previous month, October, was 138,612 pounds of colored and 5,663,232 pounds, or a total of 5,801,844 pounds or a gain for the month of November over October of 1,805,079 pounds. There were 684 licenses taken out to sell the

uncolored and seven to sell the colored, against 470 and three respectively for the same month a year ago. The output of renovated butter was 2,210,504 pounds, against 1,208,000 pounds for the same month in 1910.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

FOR SALE.

FOR SALE.—Stock and fixtures of an old established corner grocery, meat and provision store. Will sell to a quick buyer at the low figure of \$1,450. Dwelling contains seven rooms and bath, rent \$25 per month. South-east corner Sixtieth and Vine Streets, West Philadelphia. Pa. 11

FIXTURES FOR SALE.—American Slicing Machine for dried beef, bacon, etc., cost \$ 00, is good as new, will sell cheap. Also Bundy Time Clock in perfect order, will sell cheap. Also Smith Premier Typewriter, No. 2, with iron stand, in perfect order, will sell cheap. M. H. G., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 1

FOR SALE.—A good corner cigar and confectionery store; would make a good stand for fresh meats and provisions, or delicatessen store; to a quick buyer will sell for \$750. S. W. corner Fifty first and Brown streets, West Philadelphia. 5

FOR SALE OR RENT.—Old established store stand, in town of 1,000 population in Lancaster County. Rich and thickly settled surrounding farming community. With limited stock or without stock. Annual cash business \$20,000. Can be increased. Modern store building. Other interests reason for retiring. W. S., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of an old established corner grocery and provision store. Will sell for \$1,200 if sold at once. Property containing sixteen rooms and all conveniences, can be bought for \$15,000. Neighborhood of Fifty-second and Haverford Avenue West Philadelphia. M. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

FOR SALE.—An old established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$1,250. Corner Tenth and Clearfield Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery, provision, cigar and confectionery store, doing a good business. Will sell to a quick buyer for \$950. Eleven rooms, all conveniences, rent \$25 per month. 4065 Haverford Ave., West Philadelphia. 3

FOR SALE.—Good corner grocery store. Would do well with fresh meats. Will sell stock and fixtures for \$500. Dwelling contains six rooms and all conveniences. Cor. Millick and Race Sts., bet. 60th and 61st Sts., West Philadelphia. 2

FOR SALE.—Stock and fixtures of a good paying corner grocery and provision store. Will sell to a quick buyer for \$1,200. Property can be bought for \$5,200, eight rooms and all conveniences. 4000 North Fairhill Street, Philadelphia, Pa. 26

FOR SALE.—Great bargain if sold at once, the old established corner grocery and provision store Fifty-first and Folsom Sts., West Philadelphia. Low rent, six rooms and bath, all conveniences. M. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Grocery and provision store. Would do well with fresh meats and fish. Will sell to a quick buyer for \$325. 5030 Brown St., corner of Dearborn St., Philadelphia, Pa. 9

FOR SALE.—Large three-story property, with grocery business, doing a nice cash business. Will sacrifice stock, fixtures and property if sold this month. Call Tuesdays or Thursdays, A. M., at 897 N. Fiftieth St., Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of grocery and provision store. A good corner in a growing part of West Philadelphia. Will sell to a quick buyer for \$850. 6116 Market St., Philadelphia, Pa. 10

FOR SALE.—An old corner grocery and provisions. Would do well with fresh meats.

Will sell stock and fixtures to a quick buyer for \$1,150. Dwelling contains ten rooms and all conveniences. Corner Tenth and Dauphin Sts., Philadelphia. 1

FOR SALE.—One second-hand Gurney hot water boiler, 750 ft. capacity. \$30 f.o.b. Lancaster. F. A. Long, Lancaster, Pa.

FOR SALE.—Stock and fixtures of grocery, provision, candy and cigar store, also school supplies. Would make a good corner for fresh meats. Will sell to a quick buyer for \$975. Dwelling contains eight rooms, rent \$20 per month. Corner Fifty-second and Delancey Sts., West Philadelphia. 1

FOR SALE.—An old established corner grocery, meat and provisions. To make a quick sale will accept \$875. Rent \$25 per month. Corner Fifty-fourth and Lancaster Ave., West Philadelphia. 1

FOR SALE.—Fine set of Troemner's half chest tea bins, also coffee bins to hold about 100 lbs. Same in first-class condition. Value new, \$10 each. Also electric coffee mill. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—An old corner grocery and provision store. Would make a good stand for fresh meats. Will sell for \$1,500. Will sell property for \$7,500, ten rooms and all conveniences, also stable. N. W. corner Sixth and Venango Streets, Philadelphia, Pa. 4

FOR SALE.—Stock and fixtures of a good corner grocery and provision store. Would make a good stand for fresh meats. Will sell to a quick buyer for \$725. Dwelling contains seven rooms and bath. Call cor. Twenty-third and Hagert St., Philadelphia. 8

FOR SALE.—A first-class paint store, doing a good business in the northern part of Philadelphia. Fine location on a main business thoroughfare. Apply H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—Sweetzer cheese slicer for sale. Been used only a short time. Cost \$3, will sell for \$2. Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 3

BUSINESS OPPORTUNITIES.

GROCERY, MEAT AND PROVISION STORES.

EVERY ONE A GOOD CHANCE.

No. 630.—Grocery and meat store in small town in Burlington Co., N. J., doing \$250 weekly, mostly cash. A most desirable location. Exclusive trade, which can be increased. Owner desires to sell on account of Government position. About \$900 will buy.

No. 633.—In New Jersey town about twenty miles from Camden, general store doing an average of \$20,000 for the last five years, and on the increase, of which 75 per cent. is cash, balance good credit. Business now netting 10 per cent. profit above all expenses. Carries about \$5,000 stock, which can be reduced to about \$3,000. Business will be sold at inventory. Full information given on request.

No. 634.—Grocery and meat business in West Philadelphia doing over \$400 weekly business, mostly cash. Business has been increased each year for the last four years and still increasing. Expenses low. This business shows a net profit of 8 per cent. Anyone desiring the business can go in and investigate before buying, as it will stand any test the business is put to. About \$1,600 will buy.

No. 635.—Fine established general store in Lancaster Co., doing a yearly business of \$20,000, netting a clear profit of \$2,000, which can be shown to any buyer. Expenses low and old established business commanding the best trade of a town of 3,000 in centre of rich farming district. About \$7,000 to \$8,000 required.

No. 637.—Lancaster Co. general store, with small stock, doing nearly \$30,000 yearly, 90 per cent. cash. Stock is in good, clean condition and the business is in such good shape that purchaser can step into a money maker from the day he takes hold

of business. Expenses low. About \$5,000 will buy.

No. 638.—General store located a few miles from Trenton, N. J., in prosperous town of 1,000, catering to large farming district. Does a business of \$22,000 yearly, of which 75 per cent. is cash, on which there is a big margin of profit. Carries stock of about \$6,000. Business will be sold at an inventory price. Investigate.

No. 639.—General store on the outskirts of Philadelphia, doing a large, profitable business. Plenty of new business to be secured by new owner. Building operations under way. Owner wishes to go South the only reason for selling. \$1,200 will buy.

No. 640.—Grocery and meat business just started, having one of the best store rooms in the city, in a locality that will patronize a good, first-class store. This place must be seen to understand the bargain. Owner is sick, reason for selling.

In all of these the cause of selling is good and the fullest investigation courted. Every one paying.

WARNER & CO.,
927 Arch Street Philadelphia, Pa.

MISCELLANEOUS.

PREMIUM USERS.—Send for catalogue of best and cheapest Rockers on the market \$10 per dozen up. Ohio Chair Co., William-burg Ohio. 25

HELP WANTED.

WANTED.—Manufacturers of food products desiring to introduce their goods in the Philadelphia market are requested to confer with "Broker," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1f

WANTED.—Sales agents to handle complete line of automatic computing scales, self-measuring gasoline and oil tanks and cheese cutters. Exclusive territory. Good opportunity for high grade men. Lacy & Noblit, 1220 Filbert St., Philadelphia, Pa. 1f



No. 42 Cuspidor—6½-inch

THIS CUSPIDOR
in hand-painted colors, at \$8.50 per gross, no drainage charge, no package charge; the entire gross is yours for \$8.50, plus the freight. **THE PETERS & REED POTTERY CO.**

ZANESVILLE, OHIO

The One Pure Sugar Syrup

Lyle's Golden Syrup—perfectly clear, a beautiful golden color, so neutral micro-organisms can't live in it. Absolutely free from preservatives. A product which every one keeps buying. If you want to please your trade tell them about it.

26% PROFIT

Sure sales and pleased customers.

H. Kellogg & Sons
Philadelphia

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

NOTICE!

If you do not already use a



Dreyer Automatic Banana Rack

write at once, as we have something special to offer you.

This offer ends January 1, 1912

H. G. DREYER & SON

2256 West 95th Street
CLEVELAND, OHIO

The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

GROCERY WORLD AND GENERAL MERCHANT

VOL. LII. PHILADELPHIA, NEW YORK AND PITTSBURGH, December 25, 1911.

No. 26.

There is nothing in the world to compel a retail merchant to sell goods without a profit, except his own ignorance of how to figure it, or his lack of courage to exact it.

Ex-president of the Brooklyn (N. Y.) Retail Grocers' Association Proves That Grocers Are Not Responsible for High Living Expenses.

Warning Against Another Soap Fake Appearing in Western Pennsylvania.

Manufacturer Who Allowed Mail Order House to Advertise His Goods Brought Down by Merchants' Association.

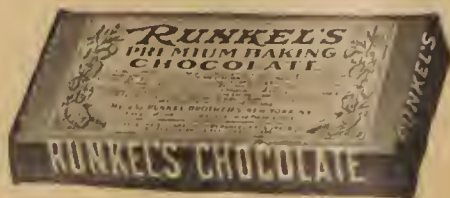


SELL THE RIGHT SOAP POWDER

So many women are using soap powders for washing because the *idea* is *right*, and rejecting one after another because the *powder* is *wrong*, that it will pay you to start your customers on Snow Boy Washing Powder. It is a *pure* soap powder—all the women know it won't hurt the skin—because it contains no free alkalies. Your customers find it's the right powder for them to use, so you know it's the right one for you to *sell*.

**LAUTZ BROS.
& CO.**
BUFFALO, N. Y.

Runkel's Cocoa



and Chocolate

have an established sale because of their purity and flavor, and you can always depend on them pleasing your customers. The name "Runkel" stands for a complete line of cocoas, cooking and eating chocolates including "Red Ribbon," "Vienna," "Dairy Milk," "Vanilla Sweet," "Premium Baking Chocolate," etc., each one as good as we know how to make it. Look for **Hamilton Retailer's Bonds** in each case—save them to exchange for furniture or store fixtures. **Hamilton Coupons** in packages can be redeemed for premiums by your customers. To get a better and more profitable cocoa and chocolate trade—**Push Runkel's.**

RUNKEL BROTHERS, Incorporated

445 W. 30th Street, New York, N. Y.

Branch Offices in Chicago, Philadelphia, Boston and Denver

HIRES

Silver Brand Condensed Milk

Will make permanent customers for you, because of its quality, and the splendid premiums given in exchange for labels.



Tell your customers to write us for complete catalogue of premiums.

Hires Silver Milk for Sure Sales



Hires Condensed Milk Company

10 Chestnut Street, Philadelphia, Pa.

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

**KNIGHT'S
Cooking Extract Co.**
No. 211 ARCH STREET
PHILADELPHIA, PA.

We've Had to Turn Down Some Contracts

We've had to reject some contracts for space offered us in the West Philadelphia and Kensington food shows. The manufacturers wanted to come in, but Special Food Agent Cassidy couldn't approve them, so we were compelled to leave them out.

These food shows are going to be a hall of fame, so far as purity is concerned. We accept no contract for space at any price without Mr. Cassidy's approval.

We told you about the new food show plan last week. The show will open in West Philadelphia, American Hall, Market street above Thirty-ninth, February 6-10th, and in Kensington, Columbia Hall, Second and Norris streets, February 13-17th. The idea is to go to the home districts, where we are close to the people that count. There's more business in twenty such people than in a thousand from the centre of the city.

Another good thing about these shows is that we're going to make the grocer's interest a part of it. If we can interest the people in buying your goods, and at the same time interest the grocer in selling them, we've done better work than any food show ever did before. See the coupon in the corner.

Write for rates and all information to

The Pure Food Exhibition Co.

German-American Bldg., Broad and Arch Sts.

PHILADELPHIA

Retail Grocer's Coupon

Two weeks in advance of these shows a coupon will appear in this space entitling any grocer, or his clerk, to free admission at any hour if he will present it, with his card or letterhead, at the door.



Losing Trade for Foolish Reasons

One great big thing about **Franklin Powdered Sugar** is its regularity.

Sugar doesn't always run regularly. When it doesn't, the customer complains.

Complaints aren't good for a grocery store, no matter how foolish they are. Trade lost for a foolish reason is as surely gone as if the reason was good.

Franklin Powdered Sugar is a remarkably fine pulverized sugar of the very highest quality. It is especially for cakes, ice cream, or sweet drinks, and for all such things will give splendid satisfaction.

Packed in one-pound sealed and air-tight cartons, lined in paraffine paper. **Franklin Cartons** are an enormous aid to selling and profit-saving.

The Franklin Sugar Refining Co.
PHILADELPHIA, PENNA.

Co-OPERATIVE ADVERTISING

WORTH WHILE SPECIALTIES



Hotel Astor Coffee

CINGALA CEYLON—QUEEN QUALITY
PACKAGE TEAS



A VERY INTERESTING PROPOSITION
FOR THE DEALER AND CLERKS
MAY WE TELL YOU MORE ABOUT IT?

We want your orders for

TEAS—COFFEES—SPICE—RICE
B. FISCHER & CO., 190 Franklin St., New York
IMPORTERS AND TRADERS



THOMAS P. SULLIVAN

*Former President of the National Association of Retail Grocers
Now Western Manager of the C. M. Wessels Co.*

Grocers everywhere will be glad to learn of the latest step taken by Mr. Sullivan. One of the greatest things Mr. Sullivan did during his term as President of the National Association of Retail Grocers was when he made arrangements to have five per cent. of all money spent for grocery paper advertising through THE C. M. WESSELS Co. paid into the Treasury of the National Association. This plan has already paid the National Association several thousand dollars. With Mr. Sullivan in a position to help the work it will pay more. He has given up his own business to devote his entire time to THE C. M. WESSELS Co., because he feels that by increasing the income of the National Association through this plan he will enable it to accomplish many things that will benefit retail grocers everywhere and reward them for their co-operation with the other parties interested.

The C. M. Wessels Co.

WHO REACH RETAILERS

927 ARCH ST. PHILADELPHIA

1261 Broadway, NEW YORK

Woman's Temple Building, CHICAGO

Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. DECEMBER 25, 1911.

COL.		COL.		COL.		COL.	
1	Ammonia.....	12	Eggs.....	19	Pickled Meats and Fish.....	28	Smoking Tobacco.....
2	Axle Grease.....	13	Fancy Groceries.....	20	Pickles.....	29	Tea.....
3	Baking Powder.....	14	Flour.....	21	Popping Corn.....	30	Toilet Soaps.....
4	Blacking—Shoe.....	15	Farinaceous Goods.....	22	Provisions.....	31	Tobacco—Plug.....
5	Bluing—Dry.....	16	Fresh Fish.....	23	Plum Pudding.....	32	Vinegar.....
6	Bluing—Liquid.....	17	Green Coffee.....	24	Preserves, Jellies, Jams and Marmalades.....	33	Wood and Willow Ware.....
7	Brushes.....	18	Gelatine and Prepared Desserts.....	25	Polishing and Cleaning Compounds.....	34	Yeast Cakes.....
8	Butchers' Sundries.....	19	Horseradish.....	26	Roasted Coffee in Bulk.....		
9	Butter.....	20	Honey.....	27	Rice.....		
10	Crackers and Cakes.....	21	Ink.....	28	Refined Molasses and Syrups.....		
11	Candles.....	22	Jars and Jar Rubbers.....	29	Rope, Tie Yarn, etc.....		
12	Canned Goods.....	23	Ketchup.....		Sugar.....		
13	Canned Meats.....	24	Lamp Goods.....		Shoe Dressing.....		
14	Catsup.....	25	Lime.....		Sardines.....		
15	Cereal Specialties.....	26	Lye and Potash.....		Saratoga Chips.....		
16	Cheese.....	27	Lard and Compounds.....		Soups.....		
17	Chewing Gum.....	28	Live Poultry.....		Smoked Fish, Codfish and Mackerel.....		
18	Chocolate and Cocoa.....	29	Laundry Soaps.....		Sauer Kraut.....		
19	Cider.....	30	Laundry Starch.....		Salt.....		
20	Clams.....	31	Macaroni.....		Salad Dressing.....		
21	Cocanut.....	32	Matches.....		Sal Soda.....		
22	Corn Starch.....	33	Mince Meat.....		Sauces.....		
23	Condensed Milk.....	34	Maple Syrup.....		Seeds.....		
24	Cottolene.....	35	Nuts.....		Soda—Bi-Carb.....		
25	Coffee Essence and Chicory.....	36	Oysters.....		Soft Drinks.....		
26	Dellkatesen.....	37	Oils.....		Soap Powder.....		
27	Dried Fruits.....	38	Olives.....		Specialties.....		
28	Dressed Meats.....	39	Package Coffee.....		Spices.....		
29	Dressed Poultry.....	40	Paper.....		Stove Polish.....		
30	Drugs.....	41	Peanut Butter.....		Sundries.....		
31	Evaporated Milk.....	42			Syrup and Molasses.....		

ADVANCES.

Butter.....	4
Eggs.....	18
Flour.....	13

DECLINES.

ADDITIONS.

SUGAR.

	Barrels.	Halves.
Cut Loaf.....	6.70	7.30
Eagle Tablets.....	7.30	
Crystal Dominoes, 24 5-lb. pkgs.....	8.35	
" " 60 2-lb. pkgs.....	8.85	
Cubes.....	6.10	6.30
Lozenge.....	6.00	6.20
Powdered.....	6.00	6.20
" 2-lb. pkgs., cases.....	6.40	
Granulated, fine or stand., McCahan.....	5.80	6.00
" " Franklin.....	5.80	6.00
" " special fine.....	5.85	
" " fine, 2-lb. bags.....	6.20	
" " 2-lb. pkgs., cases.....	6.00	
" " 5-lb. bags.....	6.00	
" " 10 10-lb. bags.....	5.95	
" " 25-lb. bags.....	5.85	
" " 100-lb. bags.....	5.80	
" " coarse.....	5.80	
" " extra coarse.....	6.20	
A Crystal.....	5.85	100-lb.
A Confectioners.....	5.65	Bags.
A No. 1.....	5.60	5.60
A No. 2.....	5.55	5.55
Extra B.....	5.40	5.40
Extra C.....	5.30	5.30
C.....	5.20	5.20

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 -.45
Choice, ½ and ¼ chests.....	.35 -.38
Finest, ½ and ¼ chests.....	.27 -.30
Fine, ½ and ¼ chests.....	.23 -.25
Oolong, Black—	
Extra choice, ½ and ¼ chests.....	.30 -.35
Choice, ½ and ¼ chests.....	.25 -.28
Finest, ½ and ¼ chests.....	.22 -.24
Superior, ½ and ¼ chests.....	.16 -.18
English Breakfast, Black—	
First Picking, ½ and ¼ chests.....	.30 -.35
Choicest, ½ and ¼ chests.....	.20 -.25
Good to Superior, ½ chests.....	.12 -.15
First Crop, about 25-lb. original boxes.....	.20
Gunpowder, Green—	
Extra Firsts, ¼ chests.....	.40 -.45
Firsts, ¼ chests.....	.32 -.35
Seconds, ½ and ¼ chests.....	.25 -.28
Special Seconds, ¼ chests.....	.22 -.25
Imperial, Green—	
Extra Firsts, ¼ chests.....	.35 -.40
Firsts, ½ and ¼ chests.....	.31 -.32
Seconds, ¼ chests.....	.22 -.24
Japan, Green—	
May Pickings, ¼ chests.....	.38 -.40
First Crop, ½ chests.....	.30 -.35
Second Crop, ½ and ¼ chests.....	.28 -.30
Basket Fire, uncolored, needle leaf, ¼ chests.....	.30 -.35
Young Hyson, Green—	
Extra Firsts, ¼ chests.....	.35 -.40
Firsts, ½ and ¼ chests.....	.28 -.30
Seconds, ½ and ¼ chests.....	.22 -.25
Hyson, Green—	
Extra Firsts, ¼ chests.....	.25 -.30
Firsts, ¼ chests.....	.20 -.23
Seconds, ½ chests.....	.18 -.18
Amam, Black—	
Choice, ¼ chests.....	.27
Fine, ¼ chests.....	.24
Tetley's India and Ceylon, Black—	
25-lb. boxes.....	.26
¼ or ½-lb. tin foil pkgs.....	.45

AMMONIA.

	Per doz.
Victoria, 3 doz.....	.90
Pineus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Viol oz., Victoria, 2 doz.....	.90

AXLE GREASE.

Frazer's, 15-lb. pails.....	per doz. .80
Mica, ¼ gross.....	per gross 8 10

BAKING POWDER.

	Per doz.
Sea Foam—	
¼ lb., 4 doz.....	.95
½ lb., 2 doz.....	1.75
1 lb., 1 doz.....	3.40
Davis' O K—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.20
Cleveland's—	
10c. size, 4 doz.....	.84
¼ lb., 4 doz.....	1.23
Leslie's—	
Nickel, 4 doz.....	.45
¼-lb. cans, 2 doz.....	.90
1-lb. cans, 1 doz.....	1.65
5 lb. cans, ½ doz.....	
Sea Gull, 6 oz. glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford Yeast Powder—	
4-oz. glass, 2 doz.....	.82½
6-oz. glass, 2 doz.....	1.07
6-oz. glass, 6 doz.....	1.03
6-oz., 1 gross in bbl.....	1.02
Rumford Baking Powder—	
5c. tins, 4 doz.....	.45
10c. cans, 2 doz.....	.90
¼-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Royal—	
10c. size, 4 doz.....	.86
¼ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per doz.
Mason's, No. 1, ¼ gross.....	.70
" No. 2, ¼ gross.....	.80
" No. 3, ¼ gross.....	.90
" No. 4, ¼ gross.....	2.35
Blackola, 10c. size.....	.85
T. M., French.....	1.10
Shinola (premiums).....	Per gross 10.00

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, medium.....	.85
" " regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" Russet.....	.75
Black Shine, No. 2.....	.45
" No. 3.....	.75
Tan Shine, No. 2.....	.45
" No. 3.....	.75
Acme, 1 doz.....	1.12½
Bixby's Royal Polish, 1 doz.....	.85
" Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
" Oil Polish.....	.85

Easy Bright, ladies'.....	.85
" " waterproof.....	1.25
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.20½
Mocha, genuine, finest, ½ and ¼ bales.....	.19½
Mocha Seed Santos, fancy, choice.....	.17½
Caracas, fancy, washed.....	.19
Maracaibo, strictly fancy, mild, choice.....	.18½
Santos, Peaberry, extra fancy.....	.18½
Santos, fancy.....	.18½
Rio, Golden, fancy.....	.18
Rio, prime.....	.17

ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine.....	.26½
Java, fancy, 50 lb. lots.....	.26½
Mocha, finest.....	.25½
Mocha Seed, Santos.....	.23
Caracas, extra fancy, washed.....	.24
Maracaibo, extra fancy.....	.24
Santos, Peaberry, extra fancy.....	.23½
Santos, extra fancy.....	.23
Rio, Golden, extra fancy.....	.22½
Rio, prime.....	.21½

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....		
Lion.....	.21½	.21½
Seven Day.....		

COFFEE ESSENCE AND CHICORY.

	Per box	Per carton	Per doz.
Pfeiffer & Diller's "Kosyr"—			
50 tins in box.....	4.25		
22 " ".....		2.00	
2-lb. tins.....			5.75

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2 75
" " large, 3 doz.....	5 40
Sawyer's, No. 1, 6 doz.....	2 75
" No. 3, 3 doz.....	4 00
Colburn's, No. 1, 4 doz.....	2 65
" No. 2, 3 doz.....	2 65
" A, No. 6, 12 oz. boxes, 2 oz. free.....	4 80
" " Ball Blue, No. 2, 3 doz.....	2 60
" " " No. 2, 3 doz.....	4 80
Reckitt's, 5c. and 10c. asst., 8 lbs.....	per lb. .30
Sunshine, 39c. doz.....	3 doz. case 2 17
" 39c. doz.....	6 doz. case 2 34

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3 80
French Laundry, large, ¼ gross in bbl.....	2 10
Admiral, 4 oz.....	4 00
" 8 oz.....	6 50
" 16 oz.....	9 50

BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.42
" " first.....	.41
" " second.....	.40
" " third.....	.39
" " dairy, extra, bakers' use, 30-lb. boxes.....	.35-.30
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.35-.43
Print Butter—	
Star or S. D. 1 lb., 20-50 lb. boxes.....	.45
B. B., E. D., 20-50 lb. boxes.....	.45
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.44
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.41
Sheaf.....	.35-.40
Milken Farm, lbs. and ¼ lbs.....	.48
Gurnsey, lbs. and ¼ lbs.....	.46
Honebe.....	.39
White Rock.....	.47

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.....	.20½
" " 16s, 30 lbs.....	.11½
Paraffine, 4s, 6s, 8s cartons, 36-lb. cases.....	.07½
Searchlight, hotel, 16s, 30 lbs.....	.06½
Peerless, hotel, 16s, 30 lbs.....	.08½
Bright Light, 16s, 30 lbs.....	per box 1.10

JARS AND JAR RUBBERS.

	Per gross
Mason's—	
Half gallons.....	7.65
Quarts.....	4.75
Pints.....	4.50
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross .80
Single lip, wide, 1 doz. cartons.....	" .75
Acme, wide, 1 doz. cartons, 5 gross boxes.....	per gross .45
Acme, medium, 1 doz. cartons, 5 gross boxes.....	per gross .40
Lightning, pure rubber, bulk.....	.47
Reliable, white rubber, wide.....	.26½
" " medium.....	.26½
Black rubber, medium.....	.25
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	
½-gross boxes, no rubbers.....	Per gross 1.45
5-gross lots.....	1.42½
Jelly Glasses, fluted, bbls. 21 doz.....	per doz. .17

CATSUP.

	Per doz.
Campbell's—	
Tomato, 10c. size.....	.90
Tobasco, 10c. size.....	.90
Snider's—	
Half-plnts, 2 doz.....	2 30
Plnts, 2 doz.....	2 10
Quarts, 1 doz.....	3 25
Gallons, 6 jugs in crate.....	per jug .80

KETCHUP.

	Per case
Curtice's, "Blue Label," Tomato—	
Small, 25 bottles.....	2 75
Medium, 25 bottles.....	4 85
Large, 25 bottles.....	3 45

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Freihofer's

CLEAN, AMERICAN-MADE

Macaroni, Spaghetti, Pastels and Noodles

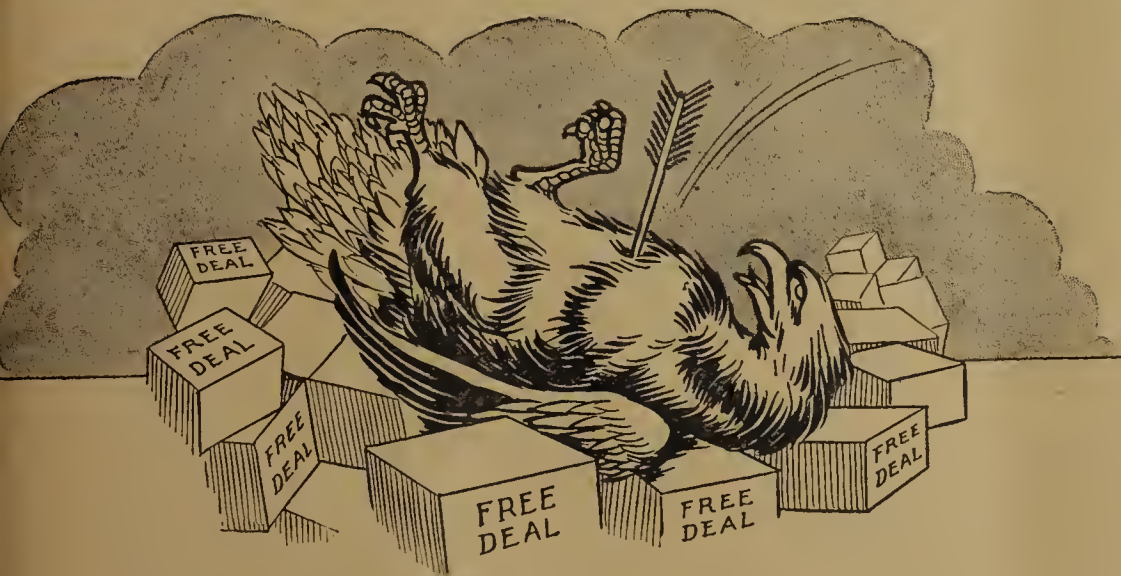
More profit for you. Greater satisfaction in selling them, because their cleanliness, purity and fine flavor will please your customers. You can sell more of these than the imported, because people like them better and will therefore buy them oftener.



The *Freihofer*

VIENNA BAKING COMPANY
Philadelphia, Pa.

Freihofer's



An Eagle, wounded by an Archer, bewailed the fact that his own feathers had been used to guide the fatal arrow. The Grocer's own money goes into the Free Deal and then his business is hurt by slow-selling goods. He has a hard time to recover his investment and his customers are dissatisfied. It is wiser to buy in small quantities, which can be sold out quickly, thus turning your money faster and pleasing your customers with fresh goods. Better "Stick to the Original."

"Won its FAVOR
through its FLAVOR"

W. K. Kellogg

Kellogg's FABLES No. 4



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

CANNED GOODS.

Tomatoes—	Per doz.
Peerless, extra fancy, Jersey, wrapper label, No. 3, sanitary cans.....	1.12½
Jersey King No. 3, extra fancy.....	1.07½
Seal of Delaware No. 3, extra standard.....	1.0
Baby Brand, No. 3, standard cold packed.....	.82½
Greenwich, No. 3, extra fancy, Jersey.....	1.07½
Rose Hill, No. 3, standard.....	.97½
Laurel Valley, No. 3, fancy, Jersey.....	1.05
Golden Rule, No. 3, off standard.....	.92½
Lima Beans—	
Valley, No. 2, N. Y. State.....	.80
Plantation, No. 2.....	.72½
String Beans—	
Swatara, No. 2, baby, stringless.....	1.32½
Acorn, Moore & Brady, No. 2.....	.60
Spring Garden, No. 2.....	.57½
Baked Beans—	
Blue Bell, No. 3, sauce.....	.90
" " No. 3, plain.....	.90
B. & M., No. 3, sauce.....	1.60
" " No. 3, plain.....	1.45
" " No. 2, sauce.....	1.25
" " No. 2, plain.....	1.15
" " Picnic, sauce.....	.70
Campbell's, No. 2, sauce.....	.95
Cruikshank, sauce, 2 lb., 3 doz.....	1.35
" " medium, 3 doz.....	.95
Knighthood, No. 2, plain.....	.85
" " No. 2, sauce.....	.85
Morris Best, No. 1, sauce.....	.45
Van Camp's, No. 2, sauce, 2 doz.....	1.35
" " No. 1, sauce, 4 doz.....	.90
Valley, No. 2, plain or sauce.....	1.15
Victory, No. 1, sauce, 4 doz.....	.45
Wagner's, No. 3, sauce.....	1.25
" " No. 3, plain.....	1.25
" " No. 1, sauce, 4 doz.....	.48
Red Kidney Beans—	
Valley, No. 2.....	1.00
Corn—	
Paris, No. 2, extra fancy Maine.....	1.05
Poland, No. 2, extra fancy Maine.....	.97½
Mountain View, No. 2, fancy, Maine style.....	.82½
Halcyon, No. 2, fancy New York.....	.85
Baker's, No. 2.....	.77½
Cream of Susquehanna, extra fancy shoe peg	.87½
Susquehanna, fancy shoe peg.....	.85
Peas—	
Kelson, genuine French, extra fins, 100 cans.....	16.50
Kelson, genuine French, fins, 100 cans.....	14.50
Billet's, French, fins, 100 cans.....	14.25
½ cent per can advance on French Peas in less than case lots	
Arbutus, No. 2, Wisconsin, standard, Early June.....	1.22½
Narcissus, No. 2, Wisconsin, sifted, Early June.....	1.30
Boyer's, Midgents, No. 2.....	1.90
Boyer's, sifted, Early June, No. 2.....	1.50
Boyer's, standard, Early June, No. 2.....	1.30
Yale, Pride Michigan, Sweet Wrinkle, No. 2	1.25
Hermit, No. 2.....	.65
Beets—	
Silver Lake, No. 3, fancy, small.....	1.20
Succotash	
Little Quaker, No. 2.....	1.12½
Farmside, No. 2, extra fancy New York.....	1.17½
Poland, No. 2, fancy Maine.....	1.02½
Asparagus—	
Mammoth, 2½s.....	2.85
Large, 2½s.....	2.35
Oak, large, 2½s.....	2.30
Fancy Tips, No. 3, square.....	1.85
Extra standard, No. 1, square.....	1.72½

California Canned Fruit.

Apricots—	Per doz.
Tioga, extra standard.....	2.10
Columbus, extra standard.....	1.95
Ajax, extra standard.....	1.90
Marine, standard.....	1.82½
Morgan Hill, standard.....	1.65
Bartlett Pears	
Tioga, extra standard.....	2.25
Marine, standard.....	1.95
Gilroy Valley, standard.....	1.85
Cherries, White—	
Tioga, extra standard, No. 2½.....	2.40
" " No. 1, 4 doz.....	1.20
Maraschino, bottles, quarts, 1 doz.....	6.50
" " ½-pints, 4 doz.....	3.75
" " ¼-pints, 4 doz.....	2.25
" " ¼-pints, 4 doz.....	1.35
Peaches, Lemon Cling, Sliced—	
Tioga, extra standard.....	1.80
Agate, standard.....	1.80
Peaches, Lemon Cling—	
Tioga, extra standard.....	2.00
Meadow Lark extra standard.....	1.95
Park extra standard.....	1.90
Sunset standard.....	1.85
Agate, standard.....	1.80
Family, econds.....	1.65
Peach s. Craw ord, Yellow—	
Ti ga, extra standard.....	1.75
Agate standard.....	1.70
Paloma, standard.....	1.55
Pie Peaches, California—	
Lake View, No. 3, 4 doz.....	

Domestic Canned Fruit.

Apples—	
Royal Gem, 'ancy, No. 10, 1 doz.....	
Spring Garden No. 3.....	.83
Blackberries—	
Ayres heavy syrup, No. 2.....	1.37½
Silver Lake good syrup, No. 2.....	1.27½
Blue errie—	
Maine, Eagle, No. 2.....	1.37½
Cherries—	
Ayre's A brand, pitted, extra heavy syrup, No. 2.....	2.30

Eventide, red, pitted, heavy syrup, No. 2.....	2.00
Silver Lake, pitted, No. 2.....	1.95
Webster, white, extra heavy syrup, No. 2.....	1.45
Lake Ontario, white heavy syrup, No. 2.....	1.37½
Progress heavy syrup No. 2.....	1.25
Peaches—	
Maryland Leader, yellow.....	1.25
Alpha, pie, No. 3.....	1.60
Pears—	
Silver Lake, No. 10, 1 doz.....	
" " good syrup, No. 3.....	1.15
Jenkins, No. 3.....	.90
Plums—	
Lake Ontario, Egg, No. 3.....	1.17½
" " Green Gage, No. 3.....	1.17½
Pineapples—	
Nysa, standard Hawaiian.....	
Phonograph, graded, No. 2.....	1.90
Bull's Head, extra, sliced.....	1.75
Gold Seal, fancy, graded, No. 2.....	1.70
Terrapin, sliced, No. 2.....	1.45
James, pie, graded, No. 3.....	1.05
P. & B., pie, graded, No. 3.....	.95
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.82
Strawberries—	
Silver Lake, extra preserved, No. 2.....	1.62½
Progress, extra preserved, No. 2.....	1.60

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Devilled, No. 1, 2 doz.....	2.30
" " No. 2, 2 doz.....	3.55
Clams—	
Star, No. 1, 4 doz.....	.95
Reserve brand, No. 1, 4 doz.....	.92½
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.85
" " No. 1, flat, 4 doz.....	4.90
" " No. 1, flat, 4 doz.....	1.55
Star, No. 1, flat, 4 doz.....	1.55
Shrimps—	
Dunbar, pickle, No. 1, 4 doz.....	
Mackerel—	
Pickert's, soused, No. 2, 4 doz.....	1.50
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soused, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 2, 2 doz.....	.90
" " No. 2, 2 doz.....	1.62½
Victory, No. 1, 2 doz.....	.85
Kippered Herring—	
Macconache's, plain.....	1.30
Salmon—	
Hapgood's, No. 1, tall.....	2.20
" " No. 1, flat.....	2.17½
Alaska.....	1.95

SARDINES—Imported.

Boneless and peeled, ½s.....	29.00
" " D. & G., ½s.....	26.50
" " Ispa, ½s.....	28.00
" " Gondoller, ½s.....	100 17.00
" " Landell, ½s.....	100 8.50
" " Martel, ½s.....	100 10.50
" " ½s.....	100 14.00
" " Loyal, ½s.....	100 9.50
Argonauts, ½s.....	100 14.00
Orion, smoked, ½s, key.....	100 8.00
Tomato sauce, ½s.....	100 15.00
Truffled, ½s, key.....	100 12.50
Spiced, ½s.....	100 10.00
Skipper, ½s.....	100 11.50
" " ½s, tomato sauce.....	200 11.50
Royanette, oval, ½s.....	100 9.60
Angus Watson & Co.—	
Skipper, ½s, oil.....	11.50
" " ½s, oil.....	10.75
" " ½s, tomato sauce.....	11.50
" " ½s, tomato sauce.....	10.75
Sea Queen, ½s, oil.....	9.20
Sea Pearl, ½s, oil.....	8.00

Domestic.

American Oil—	
No. 2, ½s.....	3.00
½s, key.....	3.15
Irma, ½s.....	4.00
Pickert's Rival Brand, carton, ½s.....	3.75
Mustard—	
Irma, ½s.....	3.85
" " ½s.....	3.15
" " ½s.....	50 2.75
Continental, ½s, key.....	48 3.00
Irma, fancy, ½s.....	50 3.80
Gold Label, ½s.....	50 4.50
" " ½s.....	100 7.00
Underwood's ½s.....	50 4.25
Pickert's Crown Brand, ½s.....	48 4.00
Pickert's Columbias, ½s.....	48 3.00

CANNED MEATS.

Corned Beef.

Morris & Co's Supreme Brand—	
No. 1, key, 2 doz.....	1.85
No. 2, key, 1 doz.....	3.20
No. 6, key, 1 doz.....	13.00
No. 14, key, ¼ doz.....	27.50
Libby's—	
No. 1, key, 2 doz.....	1.85
No. 2, key, 1 doz.....	3.30

Chipped Beef.

Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	2.35
No. 1, glass, 2 doz.....	2.45

Sliced Bacon.

Beechnut—	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

Roast Beef.

Morris & Co's Supreme Brand—	
No. 1, 2 doz.....	1.85
No. 2, 1 doz.....	3.20
Libby's—	
No. 1, 2 doz.....	1.95
No. 2, 1 doz.....	3.50
Kingan's—	
No. 1, 2 doz.....	1.57½
No. 2, 1 doz.....	2.75

Lunch Tongue.

Morris & Co's, Supreme, No. 1, 2 doz.....	3.25
Libby's, No. 1, 2 doz.....	2.75
No. 1, 2 doz.....	1.85

Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.....	8.00
Libby's, No. 2, 1 doz.....	10.00

Potted or Devilled Meats.

Libby's—	
No. 1, 4 doz.....	.48
No. 2, 4 doz.....	.90
R. & R.—	
No. 1, 4 doz.....	1.15
No. 2, 4 doz.....	1.95

Potted Chicken or Turkey.

Libby's—	
No. 1, 4 doz.....	
No. 2, 4 doz.....	
R. & R., No. 1, 4 doz.....	2.75

Boned Meats.

Curtice Brothers, "Blue Label" in tin—	
Chicken, No. 1.....	3.50
" " No. 1.....	6.00
Turkey, No. 1.....	3.50
" " No. 1.....	6.00
Whole Rolled Ox Tongue, No. 1.....	13.00
Boneless Whole Ham, No. 1.....	8.75
" " No. 2.....	12.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 2 dozen.	

Devilled Meats.

Curtice Brothers, "Blue Label"—	No. 5 oz.	No. 10 oz.
Ham.....	1.50	2.80
Tongue.....	2.50	2.80
Chicken.....	2.00	3.30
Turkey.....	2.00	3.30
No. 5 oz. packed 4 dozen. No. 10 oz. packed 2 dozen in case.		
Potted Meats.		
Curtice Brothers, "Blue Label"—	No. 1 Tin.	No. 1/2 Tin.
Ham.....	2.45	2.45
Tongue.....	2.45	2.45
Chicken.....	2.95	2.95
Turkey.....	2.95	2.95
No. 1 packed 4 dozen, No. 1/2 packed 2 dozen in case.		

SOUPS.

Campbell's—	Per doz.
Asparagus.....	.90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	6.50

SPECIAL ASSORTMENTS.

(Order by number.)

No. 1 contains—	
1 Beef, 2 Bouillon, 2 Celery, 3 Chicken, 3 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 2 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 2 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable and 2 Asparagus.	
No. 2 contains—	
12 Chicken, 20 Tomato and 16 Vegetable.	
No. 3 contains—	
6 Chicken, 6 Ox Tail, 24 Tomato and 12 Vegetable.	
No. 4 contains—	
6 Chicken, 2 Clam Chowder, 4 Mock Turtle, 6 Ox Tail, 20 Tomato and 10 Vegetable.	
No extra charge for Chicken Soup in assortments Nos. 1, 3 or 4.	

Curtice Brothers, "Blue Label"—

Quarts.	Pints.	½ Pints.
Consomme.....	3.15	1.75
Bouillon.....	3.15	1.75
Beef.....	3.15	1.75
Julienne.....	3.15	1.75
Printanier.....	3.15	1.75
Vegetable.....	3.15	1.75
Tomato.....	3.15	1.75
Ox Tail.....	3.15	1.75
Mock Turtle.....	3.15	1.75
Pea.....	3.15	1.75
Mutton Broth.....	3.15	1.75
Clam Chowder.....	3.15	1.75
Clam Broth.....	3.15	1.75
Chicken Gumbo.....	3.15	1.75
Mulligatawny.....	3.15	1.75
Chicken.....	3.15	1.75
Chicken Broth.....	3.15	1.75
Green Turtle.....	6.50	3.50
Green Turtle, clear.....	7.25	3.75
Terrapin.....	7.25	3.75
Schimmel's, assorted, 1 lb., 4 doz.....		.85

CHOCOLATE AND COCOA.

Walter Baker & Co's—	Per lb.
Premium, ½s, 12 to 25 lbs.....	.30
" " ½s, 12 lbs.....	.30
Caracas, sweet, 6 lbs, ½ and ¼-lb. cakes.....	.30
German's, sweet, 12 lbs.....	.30
Anto, sweet, 6 lbs.....	.33
Cocoa, ½-lb. cans, 12 lbs.....	.36
" " ½-lb. cans, 6 lbs.....	.36
W. H. Baker's—	
Best Cocoa, ½-lb. size.....	.38
" " ½-lb. size.....	.38
Premium Chocolate, ½s, 12 lbs.....	.37
" " ½s, 12 lbs.....	.38
Best Sweet Chocolate, ½s, 6 lbs.....	.38
" " ½s, 6 lbs.....	.39
Vanilla Chocolats, ½s, 6 lbs.....	.39
Hershey's—	
Milk, 48 sc.....	1.60
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.75
" " 12-lb. boxes, ½-lb. tins.....	.40
" " 6-lb. boxes, ¼-lb. tins.....	.20
" " square tins, 48 in box.....	.18
Bensdorp's Royal Dutch Cocoa, 12-lb. cases—	
5-oz. oval cans.....	Per can. Per doz.
5-oz. ".....	.07½ .90
1-lb. round cans.....	.18½ 2.20
1-lb. ".....	.29 3.48
5-lb. ".....	.57 6.84
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—	
Milk, 6 to 12 lb.....	.45
Queen, 4 to 12 lb.....	.48
Sweet Vanilla, 4 to 12 lb.....	.28
" " 8 to 12 lb.....	.28
Towers' Milk Chocolate—	
5-lb. boxes.....	.30
1-lb. boxes, 90 to case.....	.36
6 to 12 lb.....	.41
Twining's 4-lb. boxes.....	
Bloeker's Cocoa—	
1-lb. tins, 2 doz.....	Per doz.
1-lb. tins, 2 doz.....	1.88
1-lb. tins, 1 doz.....	3.50
5-lb. tins, 1 doz.....	per lb. .52
10-lb. bags, 1 doz.....	.50
Runkel's—	
Decorated Cocoa, ½s, 6 and 12-lb. boxes.....	.37
Lah. Cocoa, ½s, 6 and 12-lb. boxes.....	.33
Improved Soluhis Cocoa, ½s, 6-lb. boxes.....	.43
Eagle Ground Chocolate, ½s, 1 and 3-lb. tins, 6, 12, 24, 30 and 60-lb. boxes.....	.24
Chocolateina, 24 cans to box.....	per box 1.85
Premium Chocolate, ½s, 6 and 12-lb. boxes.....	.27



ONE SELLS THE OTHER

Maillard's Cocoa and Chocolate

will be extensively advertised in magazines and newspapers. This means that many of your customers will buy one or the other at your suggestion. Whichever they buy they will be so pleased with its flavor and quality they will also buy the other, which is just what you want, because both pay you good profits.

Why not take intelligent advantage of the work we are doing by making a good display of Maillard's Cocoa and Chocolate and catch the sales we are sending to you?

Maillard's, New York



Maillard's
NEW YORK

"ENTERPRISE"

OLD style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the



"ENTERPRISE"

Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses." And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

Extended tube can be furnished
connecting Pump in store to
barrel in cellar.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

PAPER.

Paper, Manila—	
All No. 1 Manila paper, full count, 480 sheets to the ream.	Per ream
15x20, 5 reams in bundle.....	.48
20x30, 5 reams in bundle.....	.90
24x36, 5 reams in bundle.....	1.20
Butter Paper, Parchment—	
8x11, 1000 sheets.....	per package .60
9x12, 1000 sheets.....	per package .68
18x24, 50 lb. bundles of about 1200 sheets	per lb. .10
Paper, Straw—	
15x20, 5 reams in bundle.....	Per ream .26
20x30, 5 reams in bundle.....	.50
Paper, Toilet—	
Extra quality, 100 rolls.....	5.75
Good quality, 200 rolls.....	5.25
Butter Paper, Wax—	
9x12, about 400 sheets.....	Per pkg. .13
Paper, White Tea—	
12x16, 10 reams.....	Per ream .15
15x20, 5 reams.....	.17
Paper Bags, prices per M—	

Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Lynx Heavy Drab
1/4 lb.	15M	.39	.25
1/2 lb.	10M	.46	.30
1 lb.	8M	.62	.42
2 lb.	6M	.79	.47
3 lb.	5M	1.00	.63
4 lb.	4M	1.15	.74
5 lb.	3M	1.35	.85
6 lb.	3M	1.58	1.02
8 lb.	2M	1.90	1.22
10 lb.	2M	2.05	1.33
12 lb.	2M	2.50	1.62
14 lb.	1M	3.30	2.12
16 lb.	1M	3.55	2.35
20 lb.	1M	3.95	2.60
25 lb.	1M	4.35	2.80

Paper Flour Sacks, Satchel Bottom—	
Majestic	Plain
Ex. Heavy	per 100
12 1/2 lbs., 1/4 bbl.....	.42
24 1/2 lbs., 1/2 bbl.....	.72
49 lbs., 1/4 bbl.....	1.40
Paper, No. 2, Manila—	
Light weight, 12 in. rolls.....	Per lb. .02 1/2
" 15 in. ".....	.02 1/2
" 18 in. ".....	.02 1/2
" 20 in. ".....	.02 1/2
" 24 in. ".....	.02 1/2
Paper, Silk Fibre—	
Silk Fibre, No. 1, 9 in. rolls.....	Per lb. .02 3/4
" 12 in. ".....	.02 3/4
" 15 in. ".....	.02 3/4
" 18 in. ".....	.02 3/4
" 20 in. ".....	.02 3/4
" 24 in. ".....	.02 3/4

CONDENSED MILK.

BORDEN'S

CONDENSED MILK CO.

Manufacturer of the Celebrated



EAGLE
BRAND

Condensed Milk



PEERLESS
BRAND

Evaporated Milk

SEE PRICE LIST

Eagle, 4 doz.....	Per case .62.50
" 5 doz.....	.75
Challenge, 4 doz.....	.40
Magnolia, 4 doz.....	.46
Rose, 4 doz.....	.46
Dime, 4 doz.....	.38
Baby, 1 doz., glass.....	.19
Red Cross.....	.48
Peninsular.....	.47
Star, 4 doz.....	.48

EVAPORATED MILK.

Peerless, family size, 4 doz.....	Per case .2.90
" tall size, 4 doz.....	.3.50
" small size, 6 doz.....	.2.50
" bottle size.....	.3.50
" confectioners' size.....	.3.50
Columbian, family size, 4 doz.....	.2.90
St. Charles, family size, 4 doz.....	.3.05
" tall, 4 doz.....	.3.65
" 5c. size, 4 doz.....	1.85
Silver Cow, 5c. size, 6 doz.....	2.50
" family size, 4 doz.....	.2.90
Pet, tall, 4 doz.....	.3.60
" 5c. size, 6 doz.....	.75
Van Camp's small, 6 doz.....	.85
" bottle, 2 doz.....	.3.90
" tall, 4 doz.....	.3.90
Sharp's, tall, 4 doz.....	.3.85
" small, 6 doz.....	.75
Globe, tall, 4 doz.....	.3.75
" small, 6 doz.....	.2.65
Everyday, tall, 4 doz.....	.3.65
" baby, 6 doz.....	.8.65

HIRES CONDENSED MILK



Silver.....	4.80
Hires.....	4.50
Queen.....	4.50
Premium.....	4.20
Blue Ribbon.....	4.20
Gold (Baby).....	2.85
Gold, tall.....	3.85
Gold, family.....	3.10
Banquet.....	4.50
St. Elmo.....	3.70

CRACKERS AND CAKES.

J. S. Ivins' Son—	Bbls.	Boxes
Assorted Jumbles.....	.08 1/2	.09
Bar Delite.....	.07	.07 1/2
Brown Edge Water.....	.10	.10
Cocanut Ripple.....	.10	.10
Fruit Cookies.....	.08 1/2	.09
Fruit Gem.....	.08	.08
Graham Wafer.....	.10	.10
Grandma Cookies.....	.09 1/2	.10
Honey Jumbles, XX.....	.09 1/2	.10
Iced Honey Jumbles.....	.10	.10
Iced Vedette Wafer.....	.07	.07 1/2
Lemon Bar.....	.08 1/2	.09
Lunch Biscuit.....	.07 1/2	.08
Lunch-on-thins, 10-lb. tin pail.....	.12	.12
Lunch-on-thins, 3-lb. tin pail.....	.13	.13
Man-in-the-Moon.....	.09	.09
Molasses Cookies.....	.07	.07 1/2
Newtons, 12-lb. box.....	.10	.10
Newtons, 24-lb. box.....	.09	.09
Penny Mixed.....	.08 1/2	.09
Orange Cookies.....	.08 1/2	.09
Oyster Dot or Square.....	.06 1/2	.07
Penny Honey.....	.10	.10
Saltines.....	.12	.12
Soda Biscuit, XXX.....	.06 1/2	.07
Spiced Wafers.....	.08 1/2	.09
Sugar Cookies.....	.09 1/2	.10
Sugar Crimp.....	.07	.07 1/2
Sweethearts.....	.09	.09
Toast Biscuit.....	.08 1/2	.09
Water Crackers.....	.06 1/2	.07
White House Cookie.....	.07	.07 1/2
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.75	
" small.....	.45	
Falry Oysters.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Ivinites.....	.45	
Lunch-on-thins.....	.90	
Milk Lunch.....	.90	
Our Ginger Snaps.....	.45	
Pink Tea.....	.90	
Sugar Snaps.....	.45	
Saltona Biscuit.....	.90	
Freight paid on 3 boxes to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.08 1/2	.09
Oyster Crackers.....	.08 1/2	.09
Wine Scroll.....	.10 1/2	.11
Cracker Dust.....	.08 1/2	.08 1/2
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 barrels and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	Per doz. 1.15
" w/lt Horseradish.....	1.15
" large, 1 doz.....	1.75
" w/lt Horseradish.....	1.75
Wein Senf, bbls.....	Per gal. .75
" 1-gal. stone jars.....	per jar .75
" 5-gal. kegs.....	per keg 3.50
Prepared Mustard, bbls.....	Per gal. .25-.40
" 15-gal. kegs.....	per case .82 1/2
" 10-gal. kegs.....	per case .40
" 5-gal. kegs.....	per case .95
" 2-gal. pails.....	per case .46
" 1-gal. pails.....	per case .97
Prepared Special, with spoon, 2 doz.....	per doz. .95
" sifting top, 2 doz.....	.46
" with Horseradish, 2 doz.....	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	.27 1/2
" loaf.....	.28
Sap Sago, 3 to lb.....	per lb. .18, less
Roquefort.....	12 in case, per lb. .34, less
Parmesan, about 30 lbs.....	loaf, .34, cut
Edam, 15 in case.....	case, 9.50, single
" 1-lb. tins.....	per lb. .26
Camembert, wood boxes.....	per doz. 2.75-2.85
Sap Sago, graded, ready for use, 10-oz. bottles, per doz.....	1.45
Parmesan, grated, ready for use, small bottles, per doz.....	1.75
Olmutzer Hand, 100 in box.....	2.25
Edelweiss, Romatour and Bier-Kase.....	per doz. 4.00
American Swiss, No. 1.....	loaf, .30, cut, .34
" square leaves, No. 1, about 25 lbs. each.....	per lb. .01
Limburger, No. 8.....	box, .16 1/2, less
1/2 box, 20 1/2 lbs.....	.18

Muenster.....	per lb. .18
Brick, No. 1.....	.18
English Dairy.....	.21
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	.25
Royal Luncheon—	
Dinner size, 1 doz.....	per doz. 4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	per box 1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Wm. Tell brand, 12 in box.....	1.40
Neufchatel, Cow brand, 25 in box.....	1.00
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	1.00
Hand, 8 doz.....	per doz. 1.35
" 4 doz.....	.71
Thuringer, 4 doz.....	.85
Farmer Hand, 4 doz.....	1.45
Schutzen, 12 in box.....	1.25
American Mountain (Alpen Kase), 50 1-lb. packages.....	per lb. .18

Imported and American Meats and Sausages.

Westphalia Ham (marked weight).....	per lb. .49
Weiner Wurstel, 16 in tin.....	per doz. 4.75
" 8 in tin.....	2.75
Carlsbad Savel (Imported Bacon).....	per lb. .31
Imported Cervelat Sausage (Rolf's).....	.48
Imported Frankfurters.....	per doz. 4.00
Goose Breast, Imported (marked weight).....	lb. .65
Pate de fois Gras, small.....	per doz. 3.00
American Holsteiner, by bbl., 17 less, per lb.....	.18 1/2
" Landjager, short.....	.29
" long.....	.28
" Mortadella, dry.....	.28
" Knackwurst, 25 in box, per box.....	4.75
" Cervelat (E), 50 and 100-lb. boxes, 26 less.....	2.40
" Cervelat, Blue Ribbon, 50 and 100-lb. boxes, 25 less.....	.25
" Cervelat, Crescent, 50 and 100-lb. boxes, 20 less.....	.31
" Cervelat, Tip-Top, 50 and 100-lb. boxes, 25 less.....	.31
" Cervelat (E), Gothaer, 50 and 100-lb. boxes, 20 less.....	.30
" Salami (E), 50 and 100-lb. boxes, 26 less.....	.25
" Salami, Blue Ribbon, 50 and 100-lb. boxes, 26 less.....	.21
" Salami, G. A. P., 50 and 100-lb. boxes, 20 less.....	.23
" Tongue Sausage.....	per lb. .18
" Smoked Braunschweiger Liver Sausage.....	per lb. .16 1/2
" Lachs Ham.....	.37
" Petit Delicatess Frankfurters, plain, per doz.....	1.00
" Sauer Kraut.....	per doz. 1.00
" Lebanon Beef Bologna.....	per lb. .15
" Paprika Speck.....	.18
Mettwurst, half-round.....	.25
Liver Sausage (special), truffle, goose, or sardellen.....	per lb. .15
Smoked Thuringer Blutwurst.....	.18
" Pfefferwurst.....	.19

Pickled Meats

Lamb Tongues, Derby brand, pint glass jars.....	Per doz. 4.80
" quart glass jars.....	5.75
" 10-oz. jars.....	2.50
" in glass.....	1.60
Pickled Meats, Tripe, Ox-Heart, Beef Salad, Pig's Feet, in glass.....	1.65
Beef Salad, in glass.....	1.00
" pints.....	1.00
" quarts.....	

Holland and Scotland Herrings.

Holland—	Kegs or Pails
Mixed, Y. M., 1/2 bbl.....	.65-.85
Milkers, Y. M., 1/2 bbl.....	.75-.85
Mixed, standard, bbl.....	1/2 bbl.
Milkers, standard, bbl.....	1/2 bbl.
Scotland—	
Mixed, large, fulls, bbls.....	
" 1/2 bbl.....	3.90
Milkers, " bbls.....	
" 1/2 bbl.....	
Marinerte Herring, imported, about 40 in pail.....	1.25
Roll Herring, imported, about 25 in pail.....	1.00
Spiced Herring, imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece

Blamarck Herring.

Round tins, with key, pint.....	Per tin .21
" quart.....	.35
" 2 quarts.....	.55
" 4 quarts.....	1.10
Smoked Delicatessen Fish, in Season.	
Roll Mops, 4-quart tin.....	1.10
" 2-quart tin.....	.60
" quart tin.....	.50
Blamarck Haring, 4-quart tin.....	1.10
" 2-quart tin.....	.60
" quart tin.....	.50
English Spratts, 1/2 bunches.....	per box .50
Kluger's Roll and Brat Haring, oval tin, doz.....	2.90

Russian Sardines.

Imported, Walkoff brand.....	per keg .65
" 5-lb. pails.....	per pail .55
" 10-lb. pails.....	1.05
Cut Spiced, 10-lb. pails.....	.75
" 5-gal. keg.....	per keg 2.75
Russian, in glass jars.....	per doz. 2.25

Norway Anchovies.

Original package.....	per 1/2 bbl. 5.50
Repacked, 5-lb. pails.....	per pail .62
" 10-lb. pails.....	1.10 1/2
" 5-gal. kegs.....	per keg 2.75
" 1/2-lb. flat tins.....	per doz. .95
" 1/2-lb. tall tins.....	1.50
" 1-lb. tall tins.....	2.00
Fancy, keg.....	.80
" 1/2 keg.....	.42
" 1/4 keg.....	.31
" 1/8 keg.....	.20

Salt Sardeillen.

Original packages, 1902.....	per anker 16.00
Repacked, kegs, about 8 lbs.....	per keg 3.75
" pint jars.....	per doz. 6.00
" large tins.....	3.60
" small tins.....	2.40

Russian Caviar.

1-lb. tins.....	per doz. 18.00
1/2-lb. tins.....	9.50
1/4-lb. tins.....	4.75
1/8-lb. tins.....	2.25

German Dill Pickles—Regular Size.

60-gal. casks, about 2000.....	per cask
50-gal. bbls., about 1200.....	per bbl. 9.60
15-gal. kegs, about 500.....	per 100
10-gal. keg, about 300.....	2.00
5-gal. keg, about 150.....	
10-lb. pail, about 50.....	per pail

Domestic Sourkrout—Long Cut.

60-gal. casks.....	per cask 10.50
48-gal. bbls.....	per bbl. 6.50
10-gal. kegs.....	per keg 2.90
5-gal. kegs.....	1.50
10-lb. pails.....	per pail .70

Imported Lebkuchen.

Dampfnusse (Pfeffernusse).....	per lb. Splitzkugeln
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Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg.....	per bundle .28 1/2
Basler Lebkuchen, No. 1, 6 in pkg.....	"
" No. 2, 6 in pkg.....	"
" No. 3, 6 in pkg.....	"
Amandines, 9-lb. tins.....	per tin
small tins.....	

Pickles and Onions in Vinegar.

Mixed Pickles and Chow-chow, 5-gal. keg.....	2.50
" 10-gal. keg.....	4.50

Sundries.

German Egg Potatoes, bags 110 lbs.....	per bag 2.75
Green Kern.....	per lb. .13
Potato Flour.....	.08 1/2
German Dried Peas.....	.14
Dried Mushrooms.....	.60-1.00
Juniper Berries.....	.08
St. John's Bread.....	.05
Bay Leaves.....	.06-.08

COTTOLINE.

Cases, small, medium or large cans.....	6.60
Tierces, about 350 lbs.....	.08 1/2
1/2 bbls., about 180 lbs.....	.08 1/2
Tubs, about 65 lbs.....	.09 1/2



McMENAMIN'S CRABS

Save Your Customer's Time



They mean "deviled crabs without bother" because we have done the cooking and picking which would take a woman about two hours. She can have **DEVEILED CRABS** in a few minutes, or take her choice of thirty dainty crab meals from the recipes in our booklet. Lots of your customers will buy **McMENAMIN'S CRABS** every week if you told them the above points. We'll help you get them started by sending you a quantity of our "Crab Books" to hand to them or slip into orders. Remember, too, they are prepared from the sweet white meat of selected crabs, under ideal sanitary conditions and contain absolutely no preservative. Natural shells, clean and ready for use, **FREE** with every can.

"Try them at our expense"—write to-day for sample can and booklet

ALL JOBBERS

McMenamin & Co. Inc.
HAMPTON, VIRGINIA



TEA, COFFEE and SPICE

CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



TROEMNER'S SCALES and the
"Star" Coffee Mills, Electric Coffee Mills

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211 DUANE ST.
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Essentially

WASHBURN-CROSBY CO.
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GOLD MEDAL FLOUR

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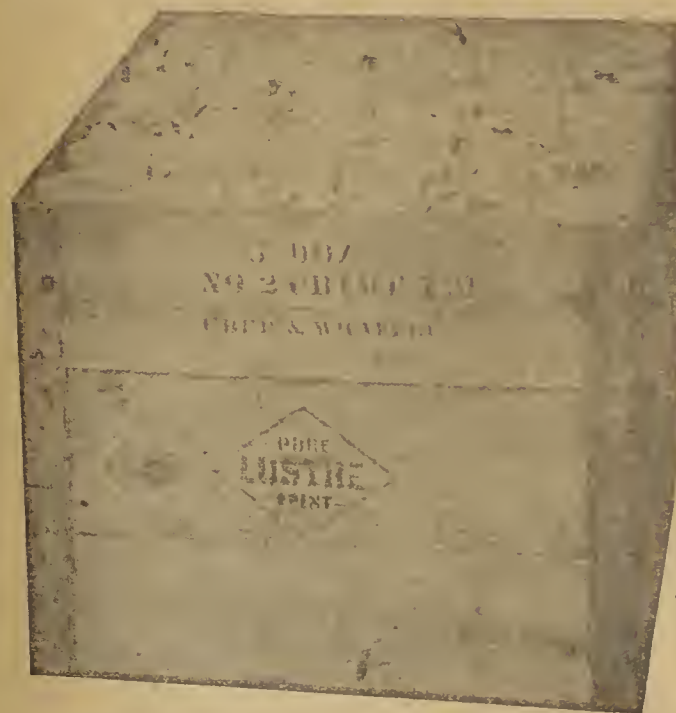
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THIRD FLOOR CENTRAL TRUST BUILDING

N. W. Cor. Fourth and Market Streets, Philadelphia

Both Phones

LAMP CHIMNEYS



MR. GROCER:

It is now time to lay in your fall and winter stock of lamp chimneys and before placing your order elsewhere we would be pleased to quote you on our "LUSTRE" brand which will satisfy the most particular buyer. We carry a large stock of every shape and size and all are packed in cushion tubes wrapped in paper. The cut shown illustrates a package of our No. 2 Crimp top packed in this manner which almost entirely eliminates breakage, and does away with the dirty hay and straw. You cannot appreciate this until you have tried a few cases.

SEND FOR OUR ILLUSTRATED CATALOGUES

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Allegheny Ave. & Amber St., PHILA., PA.

Bell Phone, Kensington 2698

Keystone Phone, East 172

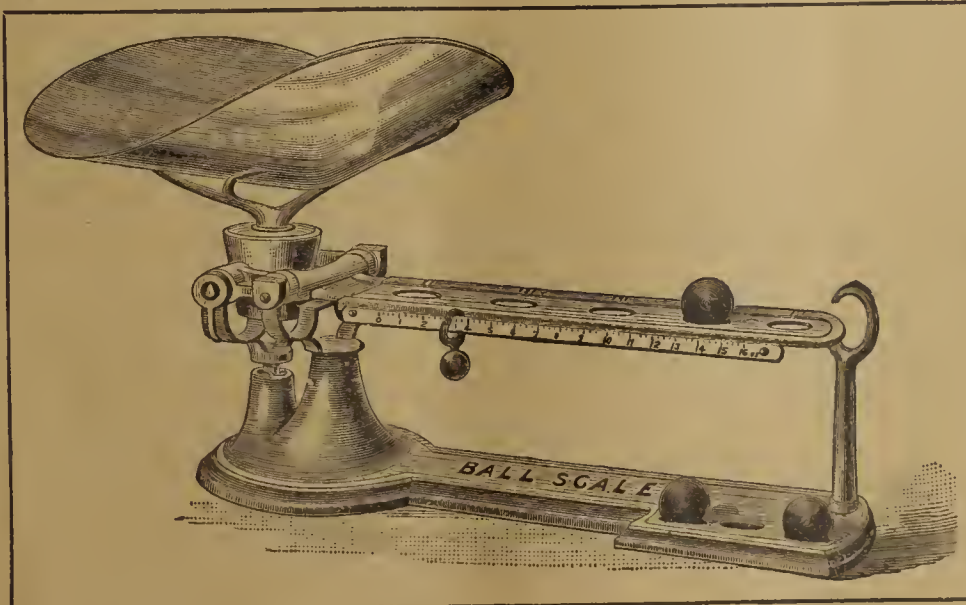
Lamps, Lamp Chimneys, Lamp Goods, Oil Cans, Lanterns, Gas Mantles and Gas Lights of All Descriptions.

ELECTRIC PORTABLES—SEND FOR CATALOGUE.

Glassware, Crockery, Fruit Jars, Jar Rings, Tumblers, Jardinieres and Earthenware.

Losing Your Weights?

Get a
Troemner
No. 24
Ball Scale



Greatest
Improvement
in Rapid
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

HENRY TROEMNER

No. 911 ARCH STREET
PHILADELPHIA, PA. * *

J. A. FLESCH & SON, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES

-17-

Plums, Pitted—	
Extra fancy Red, 25 lbs.	1.65
Fancy Yellow, 25 lbs.	1.65
Fancy Red, 25 lbs.	1.65
Nectarines—	
Primrose, extra choice, 25 lbs.	1.65

Foreign.

Citron, 10 lbs., boxes.	1.14 1/2
Orange Peel, 10 lbs.	1.11
Lemon Peel, 10 lbs.	1.11
Currents—	
Valca, Vostizza, 40 pkgs.	1.12
Crystal, fancy, 40 pkgs.	1.08 3/4
30 lbs., loose.	1.08 1/2
Dates—	
Valca, pitted, 30 pkgs.	1.12
Unpitted, 30 pkgs.	1.06
60 sc. pkgs.	
Fard, 14 lbs.	1.05 5/8
Hallowee, 70 lbs.	
Figs	
Pulled, 8 lbs.	1.13
Smyrna, 7 crown, 12 lbs.	1.11
5 crown, 12 lbs.	
California, 10 pkgs.	1.93

PRUNES.

	Fancy Calif.	Fancy Ruby	Fancy Silver
15-20, 25 lbs.	1.19	1.13 1/4	1.15 1/2
20-30, 25 lbs.	1.19	1.13 1/4	1.15 1/2
30-40, 25 lbs.	1.19	1.13 1/4	1.15 1/2
40-50, 25 lbs.	1.19	1.13 1/4	1.15 1/2
50-60, 25 lbs.	1.19	1.13 1/4	1.15 1/2
60-70, 25 lbs.	1.19	1.13 1/4	1.15 1/2
70-80, 25 lbs.	1.19	1.13 1/4	1.15 1/2
80-90, 25 lbs.	1.19	1.13 1/4	1.15 1/2
90-100, 25 lbs.	1.19	1.13 1/4	1.15 1/2
100-110, 25 lbs.	1.19	1.13 1/4	1.15 1/2

RAISINS.

California Clusters—	
Basket Clusters, 20 pkgs.	4.65
Clusters, Imported—	
Royal Buckingham, 20 pkgs.	3.90
Extra Desserts, 20 pkgs.	
Imperial Cabinet, 22 lbs.	
California Seedless—	
Thompson, 50 lbs.	1.12 3/4
Bleached, Sultan, extra fancy, 25 lbs.	1.09 3/4
60-lb. boxes.	
California, Loose—	
Muscatsels, 4 crown, 50 lbs.	1.07 1/2
3 crown, 50 lbs.	1.06 3/4
2 crown, 50 lbs.	1.06 1/2
Valencias—	
Rogers, Imported Onda Layers, 28 lbs.	1.09 3/4
Fancy Onda Layers, 28 lbs.	1.08 3/4
Seeded—	
Valca, extra fancy, 40 pkgs.	1.11
Owl, fancy, 36 pkgs.	1.08 3/4
Golden State, fancy, 36 pkgs.	1.08 3/4
Ensign, fancy, 36 pkgs.	1.08 3/4
Seedless—	
Valca, Thompson, 40 pkgs.	1.11
Not-a-Seed, 36 pkgs.	1.10 1/2
Crystal, 40 pkgs.	1.09

COCOANUT.

Dunham's—	
1/4-lb. packages, 5-lb. case.	1.31
1/4-lb. " 5-lb. "	1.30
1/4-lb. " 15-lb. "	1.29
1/4-lb. " 15-lb. "	1.28
1/4-lb. " 15-lb. "	1.27
1/4 lb. and 1/4-lb. packages, 15-lb. case.	1.26 1/2

HORSE RADISH.

Tumblers, roc. size, 1 doz.	1.65
5c. size, 1 doz.	1.45
roc., Lord's Prayer, 1 doz.	1.87 1/2
Int. cut glass, roc., 1 doz.	1.87 1/2

INK.

Arnold's, black, 32.	1.48
Continental, red, 1 doz.	1.30
black, 3 doz.	1.25
Royal, black, 3 doz.	1.25
Royal, black, 3 doz.	1.25
Stafford, Commercial, 32.	1.55
Thaddeus Davis Co.—	
Electro Chemical Writing Fluid, per qt.	1.60
Square Oriental Red, 2 oz. 1 doz.	1.30
Green, Blue or Violet, 2 oz., "	1.30
" Magic Black, 2 oz., 1 doz.	1.30
Electro Chemical, 2 oz., 1 doz.	1.30
Lettering, show card ink.	1.50

LAMP GOODS.

	No. o.	No. 1.	No. 2.
Lamp Chimneys—			
Macbeth, Pearl Top	4.20	4.50	5.12
Acme, Victor Top	3.60	4.80	4.80
Pure Flint, Lustre Top	3.70	3.30	3.90
Crystal, Crimp Top	3.10	2.70	3.30
No. o. Tubular Lantern Globes	5 doz.	2.75	
Cold Blast	5 doz.	3.75	
Jumbo Chimneys, plain	per doz.	1.75	
doe., 507.	1.90	1.00	
Banner Burners	1.45	1.55	1.75

No charge for packages.

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Oil Cans—	Per doz.
1-gal., glass	2.25
1-gal., galvanized, Pearl	1.65
5-gal., Lennox, spout	5.00
5-gal., " spigot	5.50
5-gal., Columbia	7.00
5-gal., Banner	8.00
5-gal., Climax, pump	10.00
5-gal., Home Rule, pump	12.00
Lanterns—	
No. o. Standard	4.00
No. o. Dash	6.50
Cold Blast	8.00

LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.55
Banner Chloride of Lime, sifting, 25 lb.	1.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.55
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.25
Lewis' Lye	3.25
Red Seal, 2 doz.	1.95
4 doz.	3.80

MATCHES.

Double Dip Brands—	Per case
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	3.25
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	4.85
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 4 cs. lots.	1.95
" " " 3/4 gr. cs., 8 cs. lots.	2.35
" " " 5 gr. cs., 4 cs. lots.	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 ca.	1.85
" " " 3 gr. cs., 7 cs. lots.	0.55
" " " 5 " " 4 " "	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Parlor Brands—	
Search Light, Dia. 5 size, 4 cs. lots.	4.05
" Dia. 1 size, 1/4 gr. cs., 8 cs. lots.	2.40
" " 3 gr. cs., 7 cs. lots.	2.85
" " 5 gr. cs., 4 cs. lots.	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.50
Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Chips, Dia. 2 size, 50/3 bx. pkgs., 10 ca. lots.	1.65
100/3 bx. pkgs., 5 cs. lots.	3.30
Globe, Dia. 1 size, 144 bxs., 4 cs. lots.	1.95
" " " 3 gr. cs., 7 cs. lots.	2.70
" " " 5 " " 4 " "	4.30
Doric, Dia. 1 size, 1 gr. cases.	1.90
" " " 4 " " 4 " "	4.50
Big Buffalo, Dia. B size, 144 bxs.	3.85
Little Stars, Dia. L size, 10 gr. es., 4 cs. lots.	3.80
Vulcan, Dia. 5 size, 144 bxs.	4.80
Safety Matches—	
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75
" " " 5 " " 4 " "	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.	1.90
" " " 10 " " 8 " "	3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	0.25
Vulcan, No. 2, 50 gr. to case	15.00
less than 50 gr. to case	16.00

MINCE MEAT.

Atmore & Son—	
Extra Family, Seedless—	Per case
No. 5, 6 glass jars	4.60
No. 3, 6 glass jars	3.15
Wooden kits	1.13 1/4
Barrels, halves, quarters and kits	1.13 1/4
Family, Seedless—	Per box
No. 5, 6 wooden pails	3.75
No. 10, 6 wooden pails	6.65
Celebrated Seedless—	
Barrels, halves and quarters	1.09 1/4
Wooden pails, 18, 37 and 68 lbs.	1.09 1/4
Wooden kits, Nos. 30-35	1.09 1/4
Keystone—	Per lb.
Barrels, halves and quarters	1.08
Wooden pails, 18, 37 and 68 lbs.	1.08 1/4
Wooden kits, Nos. 30-35	1.08 1/4
Condensed cartons, 3 doz. to case	11.00
" " 6 1/2 doz. to case	12.00
Barrels, halves and quarters	1.10
Wooden kits, Nos. 30-35	1.10 1/4
Schimmel's—	
Barrels, halves and 30-lb. kits	1.07 1/4
18 and 37-lb. kanakins	1.08 1/4
9-lb. kanakins, 6 to crate	10.60
5-lb. " 6 to crate	5.50
5-lb. glass jars, 6 to crate	6.30
Mrs. Wells', barrels, halves and 30-lb. kits	1.06 1/4
National, barrels, halves and 30-lb. kits	1.06 1/4
Southward, barrels, halves and 30-lb. pails	1.06 1/4
Brick's Nonpareil Brand—	Per lb.
Barrels 440 lbs., 1/4 barrels 250 lbs., 1/4 barrels 125 lbs., 1/4 barrels 65 lbs.	1.09
Tubs, 70 lbs., 35 lbs., 18 lbs.	1.09
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.	
Tins, 5 lb., 1/4 doz. in crate	1.07 1/4
Brick's Old Homestead—	Per lb.
Barrels, 28-lb. pails, etc.	1.08 1/4
35, 28 and 18-lb. tubs	1.08

Packages not returnable.

-19-

None Such—	Per case
15 cc. pkgs., per 1/2 gr.	2.85
15 " " " (3 packages free)	5.70

OILS.

Stove Gasoline	Per gal.
Headlight, 150 test	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 1 doz.	2.40
" " " 19, 1 " "	4.50
" " " 30, 1 " "	6.80
" " " 8, 1 " "	1.95
Cydr., Imported, No. 10, 1 doz.	1.45
Fancy, No. 10, 1 doz.	2.40
Special, No. 14, 1 doz.	1.65
Stuffed—	
Ring, 4 doz.	1.95
Fancy, No. 15, panel bottles, 1 doz.	2.25
" " " 10, " " " 1 doz.	1.45
Olives in bulk—	1 gal. pails. 5 gal. pails. 5 gal. kegs
X	1.85 2.35 5.10
XX	2.50 3.55 5.70
XXX	1.65 2.75 6.50
XXXX	2.75 3.95 6.90
XXXXX	2.95 3.35 7.60
Mammoth	0.50 4.45 12.00
Pails, large, 1 gallon	1.80

PURE OLIVE OIL.

Finest Sublims Lucca Olive Oil—	Per case
Litre (full quart)	13.25
15-oz. bottles	9.75
Large bottles	6.75
Medium bottles	7.75
Small bottles	4.75
15-oz. flasks (30 flasks)	10.25
8-oz. flasks (30 flasks)	7.75
1/2-gal. tins, 10 gal.	30.00
1/2-gal. tins, 10 gal.	28.50
1-gal. tins, 10 gal.	27.50
5-gal. tins, 10 gal.	26.00
Sublims Lucca Olive Oil—	Per case
15-oz. flasks (30 flasks)	9.50
8-oz. flasks (30 flasks)	7.25
1/2-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
5-gal. tins, 10 gal.	24.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Special importation, large, 1 doz. case	6.60
" " " medium, 1 doz. case	7.50
" " " small, 1 doz. case	5.00
Trois Croix, French, 8-1/2 gal. cans, case	12.00
" " " glass, small, 1 doz. case	1.00
Doremus—	
Private Estate, in 1-gal. cans	2.80
Private Estate, in 1-qt. cans	2.95
Special trial cases of 5 1-gal. cans	14.00
Special trial cases of 5 1-qt. cans	14.75
Table and Cooking Oil—	Per doz.
Cottonseed, large, 1 doz.	2.25
" " " medium, 1 doz.	1.90
Wesson's Cooking, 50—No. 1	2.50

American Oil.

Stohrer's, No. 8, 1 doz.	1.55
" " " No. 16, 1 doz.	1.90
" " " No. 30, 1 doz.	1.85
Keystone, bottles, 1 doz.	1.90

PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, plate	per doz.
" " " " " " "	4.80
" " " " " " "	5.80
" " " " " " "	6.55
" " " " " " "	5.50
Tripe, 10-lb. pails	per keg
" " " " " " "	1.00
5-gal. kegs	per keg
" " " " " " "	1.05
Pigs' Feet, 10-lb. pails	per keg
" " " " " " "	1.05
5-gal. kegs	per keg
" " " " " " "	1.10
Pickled Beef Salad, in glass	per doz.
" " " " " " "	1.10
" " " " " " "	1.10
" " " " " " "	1.10
Russian Sardines	per keg
" " " " " " "	1.75
" " " " " " "	50
" " " " " " "	1.05

PEANUT BUTTER.

Beechnut—	
Large	2.40
Medium	1.40
Small	1.90
McLaren's—	Per doz.
Small, 1 doz.	1.90
Medium, 1 doz.	1.90
Large, 1 doz.	2.75
Peanut Butter, No. 1 jars, 1 doz.	1.85
" " " No. 4 jars, 1 doz.	1.95 1/4
Beardley's—	Per doz.
Small jars, 1 doz.	1.90
Medium jars, 1 doz.	2.25
Large jars, 1 doz.	2.25

-20-

NUTS.

Almonds, Cal., Nonpareil, paper shelled	Per b.
" " " Ne Plus Ultra	1.23
Walnuts, new	1.18 1/4
Filberts	1.13
Brazils, large	1.17
Pecans, large	1.14 1/4
" " " medium	1.13
Mixed Table Nuts, 50 lb.	1.16
" " " 25 lb.	1.16 1/4
Peanuts, Green—	
Fancy Hand Picked	1.06 1/4
Virginia, extra choice	1.05 1/4
Peanuts, Roasted—	
Fancy Hand Picked	1.55
Virginia, extra choice	1.35
Big Nickel, 100 cartons	4.00
Salted, 25-lb. pails	1.13

PICKLES.

Cruikshank's—	
Sweets	
16 gals., 1750	11.00
32 gals., 3500	21.00
48 gals., 5250	31.00
16 gals., 2250	12.00
32 gals., 4500	23.00
48 gals., 6750	34.00
16 gals., 5000	14.50
32 gals., 10000	28.00
16 gals., 7500	17.50
Sweet Mixed—	
16 gals.	10.00
10 gals.	6.50
5 gals.	3.25
Sour and Dills—	
16 gals., 600	5.00
32 gals., 1200	9.00
48 gals., 1800	13.25
16 gals., 800	5.25
32 gals., 1600	9.50
48 gals., 2400	14.00
16 gals., 1200	6.00
32 gals., 2400	11.75
48 gals., 3600	16.50
Chow Chow—	
16 gals.	8.00
10 gals.	5.50
5 gals.	3.00
Cuban Relish—	
16 gals.	10.00
10 gals.	6.50
5 gals.	3.25
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, 2 doz.	1.85
No. 8, Sweet Gherkins, 2 doz.	1.00
No. 8, Sour Mixed, 1 doz.	1.80
No. 8, Chow-Chow, 1 doz.	1.85
Sweet, mixed, 1 doz.	1.00

VINEGAR.

Pure ex. cider, 45 gals.	Per gal.
" " " 40 " "	1.15 1/4
" " " 35 " "	1.14 1/4
Distilled, 45 gals.	1.08 1/4
" " " 40 " "	1.08 1/4
Formic acid, 45 gals.	1.09 1/4
" " " 40 " "	1.09 1/4
Luts & Schramm pure cider	1.19
" " " distilled white	1.13
" " " pickling white	1.20
Beechnut, 1/4 bbl.	per gal.

Babbitt
Says

There is money in

**Babbitt's
Cleanser**

"AT YOUR SERVICE"

to make quick, easy,
profitable sales.

B.T. BABBITT, Inc., New York



"Ask the Man Who Uses Walker Bins"

Suppose—JUST SUPPOSE



FRONT OF COUNTER



REAR OF COUNTER

That you could equip your store with bins like these without it costing you a cent—would you do it? If you would you can find out *how* such a thing is possible by writing the

WALKER BIN COMPANY

121 Lake Street, Penn Yan, N. Y.

187 North Dearborn Street, CHICAGO

24 South 7th Street, PHILADELPHIA

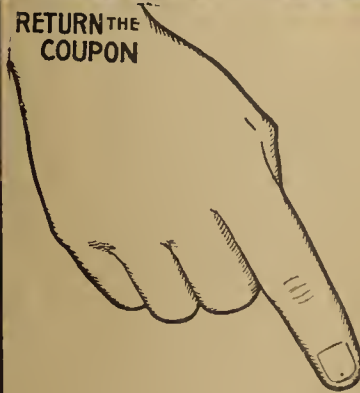


**Why Hooton's
Cocoa Sells to
All Classes of
Trade**

People who want money's worth buy our ten-cent can because it's the biggest can of *first quality* cocoa at the price. People who want "The Best" buy **Hooton's Cocoa** because its *quality* and *flavor* please them. We'll show you how to get all your customers interested and sell them more cocoa than you ever sold, by pushing **Hooton's Cocoa**. Write for particulars of our plan.



RETURN THE
COUPON



**Accurate
Oil
Measure**

Do you know that most hand measures in use to-day are too large—They are. If you have one you are probably giving away a part, if not all, of your profit on each gallon. *That's Pure Loss.*

To insure everybody a square deal buy a

**BOWSER
Self-Measuring System**

It is guaranteed to give correct measure, U. S. Standard—(231 cubic inches). That is fair to you and to the customer alike. Then it does away with measures, funnels, barrels, oil odors, contaminated merchandise, etc. It saves Space, Time and Money.

The cost is so slight you can't afford to do without one—They will pay for themselves. Send the Coupon NOW for our Illustrated Catalog. It's FREE.

S. F. BOWSER & CO., Inc.

FORT WAYNE, IND.

Atlanta New York Boston Philadelphia
Minneapolis San Francisco St. Louis
Dallas Chicago Toronto

S. F. Bowser & Co., Inc.—I am interested in your self-measuring oil tanks. Please send me book No. 95 illustrating complete line. This without obligation on my part.

Name

Address

Dressed Hogs—	
Pigs.....	.08 - .10
Hogs, heavy.....	.08 - .10
" 180 lbs.....	.08 - .10
" 160 lbs.....	.08 - .10
" 140 lbs.....	.08 - .10
Dressed Sheep and Lambs—	
Lamb, western, good.....	.10 - .12
" culls.....	.10 - .12
Sheep, choice.....	.07 - .09
" medium.....	.07 - .09

BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	.80
Cow Tongues.....	.60
Calf Heads, scalded.....	.50 - .75
Sweetbreads, veal.....per pair	.75 - .80
" beef.....per lb.	.25 - .30
Calf Livers.....	.25 - .30
Beef Kidneys.....per doz.	1.25
Beef Livers.....	.07
Ox Tails.....per doz.	1.20
Hearts, beef.....per lb.	.05
Rolls, beef.....	14.50
Tenderloin, beef, western.....	.11 - .14
Fresh Pork, loins, city.....	.11 - .14
" western.....	.11 - .14

DRESSED POULTRY.

Turkeys—		Per lb.
Western, young hens, 8 to 10 lbs.....	.22 - .25	
" young toms, 15 to 17 lbs.....	.22 - .25	
Old hens and toms.....	.20 - .22	
Common to good.....	.16 - .20	
Broilers—		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.25 - .27	
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.25 - .27	
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.25 - .27	
Western, 4 to 4½ lbs. to pair, fancy.....	.20 - .22	
" 3 to 3½ lbs. to pair, fancy.....	.20 - .22	
" fair to good.....	.15 - .17	
Fowls—		
Western, fancy.....	.16 - .17	
Heavy Roasters, 4 to 5 lbs.....	.16 - .17	
Fair to good.....	.15 - .16	
Old Cocks.....	.12 - .15	
Squabs—		Per doz.
Prime, large, fancy.....	5.00-7.00	
Mixed.....	3.00-4.50	
Dark.....	2.00-2.75	

LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs. ...		Per lb.
Large Springers.....	.12 - .14	
Fowls.....	.12 - .14	
Roosters.....	.11 - .12	
Ducks, young.....	.15 - .16	
Ducks, old.....	.12 - .14	

SAUER KRAUT.

Extra quality, long cut, 55 gal.....per tierce	6.75
" " 14 gal.....per keg	3.05
" " 10 gal.....	2.10
" " 5 gal.....	2.25

PLUM PUDDING.

Richardson & Robins—		Per doz
Individual size, ¼-lb.....	.95	
Round conical, with key, No. 1, 1 doz.....	3.30	
" " No. 2, 1 doz.....	4.10	
" " No. 3, ½ doz.....	6.30	
" " No. 4, ½ doz.....	8.15	
P. P. Sauce, No. 1, 1 doz.....		1.50
Armors' Genuine English, seedless—		Per case
Individual, 1 doz.....	1.90	
No. 1, cans, 1 doz.....	2.30	
No. 2, cans, 1 doz.....	4.10	
No. 3, cans, ½ doz.....	3.80	
No. 4, cans, ½ doz.....	4.50	

PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—		Per doz
No. 4½, toy pails.....	3.55	
American, pure apple, tumblers, assorted sizes.....	.88	
Schimmel's, No. 10, tumblers.....	.83	
National, No. 10, tumblers.....	.72½	
" No. 6, tumblers.....	.49	
Preserves—		Per lb.
Schimmel's, pure, 30-lb. pails.....	.14	
National, 30-lb. pails.....	.09	
Southwark, 30-lb. pails.....	.06½	
" 4½-lb. toy pails, ½ doz.....	4.00	
Fruit Butters—		Per doz.
Apple, No. 32, jars.....	.98	
" Southwark, No. 3, tins.....	1.00	
" No. 5, toy pails.....	2.70	
" 30-lb. pails.....per pail	1.08	
" 20-lb. crocks.....per lb.	.07½	
" Schimmel's, 30-lb. pails.....	.06	
" Prune, 30-lb. pails.....	.07½	
" Peach, 30-lb. pails.....	.07	
Jams—		
Schimmel's, pure, jars, 2 doz.....	1.70	
Southwark, assorted, jars, 2 doz.....	.93	
Orange Marmalade—		
Hartley's, imported.....	1.80	
Schimmel's, pure.....	1.65	
Warrock's Guava Jelly—		
1-lb. tumblers.....	4.00	
½-lb. ".....	2.25	

DRUGS.

Family Medicines.

Guaranteed Full U. S. Strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.80	1.25
Sweet Oil.....	.45	.75	1.00
Spirits Nitro.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial....	.45	.85	1.95
Pæregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.65	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bsteman Drops, rd bots.....	.45	.85	1.95
Godfrey's Cordial, rd bots.....	.45	.85	1.95
Turpentine.....	.45	.80	1.95
Laudanum, roc. size.....		per doz.	.80
“ 25c. size.....		“	1.95
5 per cent. discount in gross lots assorted.			
Alum.....		per lb.	.03
Borax, powdered, bulk.....		“	.06½
“ lump, bulk.....		“	.06
Butter Color, W. & R.		per doz.	2.00
Bluebonnets, bulk.....		per lb.	.08
Copperas.....		“	.02½
Camphor, gum, 1-oz. blocks.....		“	.65
“ flakes, 250-lb. bbls.		“	.02½
“ less quantity.....		“	.03½
“ Tar Balls, 250-lb. bbls.		“	.02½
“ less quantity.....		“	.03½
Castoria, Fletcher's.....		per doz.	2.80
“ Pitcher's.....		“	.75
Carbonate of Ammonia.....		per lb.	.11½
Epsom Salts.....		“	.02
Glauber Salts.....		“	.02½
Glue, ordinary.....		“	.09½
“ white.....		“	.20
Gum Arabic.....		“	.50
Haarlem Oil.....		per doz.	.35
Husband's Magnesia.....		“	2.90
Jamaica Ginger, Hires', flasks.....		“	.90
Licorice, P. & S., 5c. stick, imported.....		“	.36
“ M. & R., 5-lb. boxes.....		per lb.	.23
“ lozenges, 5-lb. boxes.....		“	.27
“ 48, 68, 88, 128, 168, 5-lb. boxes.....		“	.24
“ root.....		“	.12
Pntty, 25-lb. cans.....		per 100 lbs.	1.60
“ 50-lb. cans.....		“	1.55
Petroleum Jelly, screw top, 5c. size.....		per doz	.35
“ 10c. size.....		“	.75
Paris Green, 100-250-lb. kegs.....		“	.24
“ ¼-lb. packages.....		“	.29
“ ½-lb. “.....		“	.28
“ 1-lb. “.....		“	.27
Rosin.....		“	.03½
Roach Powder, Omega, 4-oz. cans.....			.80
“.....		per gross	9.00
Roachsalt, roc. size.....		per doz.	.80
Saltpetre, crystal, about 350 lb. bbls.....		“	.06½
“ granulated, about 100-lb. kegs.....		“	.06½
Sulphur, flour, 175-lb. bbls.....		per 100 lbs.	2.55
“ 100-lb. bags.....			2.35
“ less quantity.....		per lb.	.03½
Venetian Red.....		“	.02
Whiting.....		“	.08
Goff's—			Per doz.
Cough Syrup, 25c. size.....			2.00
Herb Bitters, 25c. size.....			2.00
Oil Liniment, 25c. size.....			2.00
Sarsaparilla, 50c. size.....			4.00
Worm Syrup, 25c. size.....			2.00
Dyspepsia Tablets, roc. size.....			.80
Iron Glus, McCormick & Co.—			
No. 5.....			.40
No. 10.....			.75
Tuba V.....			.75
McCormick & Co., Bee Brand—			
Insect Powder.....			.85
Root Beer.....			.80
Talcum Powder.....			2.00
Triangular Quinine.....			.80
Quinine Capsules.....			.80

Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.20
Bath Brick, box of 25 bricks.....per box	.60
Sealing Wax....." " " " " "	.03
Silver Sand.....per bbl.	1.20
Tar, pints.....per doz.	.75
" quarts....." " " " " "	1.00
" gallons.....each	.50
" 1/2 bbls....." " " " " "	3.60
" bbls....." " " " " "	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size 50c. size.....	2.00 4.00
McCormick's Watermelon Syrup, 50c. size	4.00
Reliable Brand Headache Powders, 10c. size	.80
20-Mule Team—	
1-lb. cartons, 24 lbs.....	2.40
1/2-lb. cartons, 24 lbs.....	2.60
1/4-lb. cartons, 24 lbs.....	2.80

Extracts and Essences.

McCormick & Co., Bee Brand—		Per doz.
Vanilla, Rosa, Pistachio, No. 1 size.....	.90	
" No. 3 size.....	2.00	
" No. 4 size.....	2.30	
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 1 size.....	.85	
" No. 3 size.....	1.75	
" No. 4 size.....	2.00	
Lemon, No. 1 size.....	.90	
Orange, No. 1 size.....	.90	

SAUER'S PURE EXTRACTS

FOR FLAVORING ICES, CAKES ETC.
SENT BY TEST, AT YOUR GROCERS 10c & 25c
WHOLESALE OF ANY FRUIT IN THE UNITED STATES

Sauer's Flavoring Extracts—		
No. 1, Lemon and Vanilla.....	.45	
No. 2, Vanilla and Rose.....	.90	
No. 3, Lemon and assorted.....	.85	
No. 4, ".....	2.00	
No. 4, Vanilla.....	2.25	
Assorted cases, Nos. 1 and 2.....	10.20	
" Nos. 1, 2 and 4.....	11.20	
Bulk.		pts. qts. ½ gals. gals.
XXX Vanilla.....	1.50	3.00 6.00 12.00
XX Vanilla.....	1.25	2.50 5.00 10.00
X Vanilla.....	1.00	2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00	1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50	2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Macs, Cherry, Strawberry, Fruit.....	1.25	2.50 4.00 7.50
Tea		Per doz.
Mapleleaf, Flavoring—		
Crescent Brand, in bottles, 2 oz.....	3.00	
" " 4 oz.....	5.25	
" " 8 oz.....	9.50	
" " 16 oz.....	18.00	
" " 32 oz.....	35.00	
Ingersoll's Flavoring Extracts—		
High Grade Vanilla.....		
Lemon.....		
Select Vanilla.....		
Lemon.....		
assorted.....		
small size.....		

Liquid Rennet and Tablets.

	Per doz.
Blair's Liquid Rennet.....	1.10
" Rennet Tablets, 3 doz.....	.75
Shinn & Kirk's Liquid Rennet.....	1.50
Hanson's Junket Tablets, 3 doz.....	.80

CIDER.

Corson's—		
Barrels.....per gal.		
½ barrels, 28 gals.....per bbl.		
Kegs, 14 gals.....		
Bottled Cider—		Per case
Duffy's 184s Apple Juice, 1 doz. qts.....		
" 2 doz. pts.....		
Anchor Brand Golden Russet, 1 doz. qts. ...		
" 2 doz. pts. ...		
Mott's Brand Golden Russet, 1 doz. qts. ...		
" 2 doz. pts. ...		
CHEWING GUM.		
Adams, conner jars, 100 50. packages.....	0.75	
" boxes, 20 packages.....	.55	
Gee Whiz, 72 packs.....	.47	
Fleer's Chiclets, 3 lbs. bulk.....	1.25	
Spearmint, 20 packs, 100 pieces.....	.55	



Fischer's, choicest head, 1, 2½ and 3-lb. bags.....	.06½
Queen Quality, fancy head, 1, 2½ and 3-lb. bags.....	.06
Imperial, fanciest Japan, 1, 2½ and 3-lb. bags.....	.05
Coronet, selected head, 1 and 3-lb. bags.....	.05½
Cracked, head, 1-lb. bags.....	.04
Strictly pure uncoated, head, 1 and 3-lb. bags.....	.06½
Naja, strictly pure uncoated, 1-lb. bags.....	.05

East India, head, 1-lb. bags.....	.07
XXXX, fanciest head, 100-lb. bags.....	.07
Extra fancy head, 100-lb. bags.....	.06½
Fancy head, 100-lb. bags.....	.06
Choice head, 100-lb. bags.....	.05½
Head, 100-lb. bags.....	.05
Fancy Java, head, 100-lb. bags.....	.05½
Extra fanciest Patna, 100-lb. bags.....	.07
Siam, Patna style, 100-lb. bags.....	.06
Choice screenings, 100-lb. bags.....	.05½
No. 2 screenings, 100-lb. bags.....	.05
Extra fanciest Japan, 100-lb. bags.....	.04½
Fancy Japan, 100-lb. bags.....	.04
Ordinary Japan, 100-lb. bags.....	.03½

SALT.

Worcester—		
Barrels, contain 280 lbs.....	2.50	
" 60 5-lb. bags.....	4.00	
" 22 14-lb. ".....	3.75	
" 30 10-lb. ".....	5.75	
" 115 2½-lb. ".....	4.00	
Quick Freezing Ice Cream Salt, 50 lbs to the barrel, roc. size bags list.....	3.00	
Irish Linen, 250-lb. bags.....	2.50	
" 56-lb. ".....	.65	
" 28-lb. ".....	.35	
Marmalade, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.....per bbl.	3.00	
Pretzel, 280-lb. bbls.....	2.40	
" 180-lb. sacks.....	1.55	
Cheese, 280-lb. bbls.....	2.40	
Packing, 70-lb. cotton bags.....	.40	
" 140-lb. ".....	.75	
Ivory, dime size, 56 wooden boxes to case.....	2.50	
New Ivory, 24 large cartons to case.....	1.50	
Less than 5 barrels the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.		

SALAD DRESSING.

	Per doz.
Durkee's, large, 1 doz.....	4.85
" small, 2 doz.....	2.75
" picnic, 2 doz.....	.95
Schimmel's, small, 2 doz.....	.90
My Wife's, large, 1 doz.....	2.30
" small, 2 doz.....	1.50
Snider's, No. 3, 2 doz.....	1.40

SAL SODA.

Barrels, 375 lbs.....per 100	.65
Kegs, 170 lbs.....per 100	.80
Granulated, 36 2½-lb. cartons.....per case	1.15½
Granulated, 60-lb. boxes, bulk.....per box	.57½

SAUCES.

Lea & Perrins'—		Per doz.
Worcestershire, quarts.....		7.50
“ pints.....		4.50
“ ½ pints		3.65
Salder's—		
Chili, No. 16, 1 doz.		2.35
“ No. 8, 2 doz.		1.40
Oyster Cocktail, No. 16, 2 doz.		3.35
“ No. 8, 2 doz.		1.40
Worcester, Campbell's, No. 8, 2 doz.90
North of England, No. 8, 2 doz.85
Chef, 2 doz.75
Holbrook's Imported Worcestershire—		
Small size.....		1.90
Medium size.....		3.30
Large size.....		5.90

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA, Pennsylvania

Let Us Help You

this year to increase your cash trade; to control your credit accounts; to save you bookkeeping, forgotten charges, disputes, labor, losses, etc.

Make this your best and easiest year. Ask on your letter head and by next mail you will get free samples of our



Indexed Coupon Books

together with a handful of books, *gratis*, so that you can prove our claims. Best and most convenient books made. In use for years. All sizes and laid down F. O. B. your nearest express office. Ask for the above outfit. We want to send it.

J. P. FORBES, Forbes Building, Coshocton, Ohio

Sells Because It Satisfies

Many times imitated but never equaled



One of the famous Three Leaders

CHAS. W. YOUNG & CO

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

Pays You
a Good
Profit



Will
Please
Your
Customers

Once you start your customers buying CRUBRO APPLE BUTTER its flavor, purity and nutritiousness will keep them buying it always—at a good profit to you.

The largest can of absolutely pure apple butter on the market at the price

CRUBRO APPLE BUTTER

PUSH IT

CRUIKSHANK BROS. CO., - Pittsburg, U. S. A.

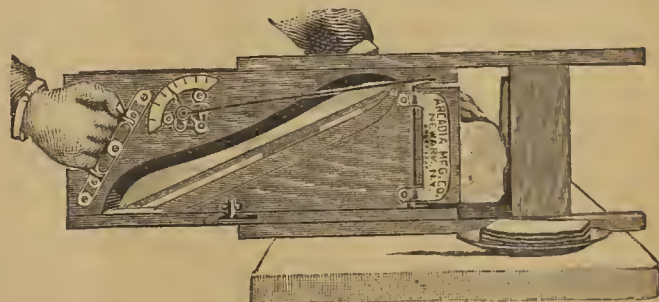
ASK
YOUR
JOBBER



10c
AND
25c
CANS

SWISS CHEESE SLICING MACHINE

Also used for Bologna and Smoked Meats



PRICE, \$3.50

LARGE LINE OF
SCALES, COFFEE MILLS, TEA AND SPICE CADDIES

WRITE FOR ILLUSTRATED CATALOGUE

H. F. HEACOCK, 51 N. 2d Street, PHILA., PA.

An Entirely Different Product

If we could convince you how different Wheatena is from other breakfast foods, you couldn't order it quick enough.

Wheatena is made from the hearts of selected wheat, and is the most delicious cereal on the market. Get some one customer to try it, just to convince yourself, and watch the orders come back for it just as regularly as Saturday comes.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association



POLISHING AND CLEANING COMPOUNDS.

Kleenatub, 1/4 gross	2.50
Bon Ami, roc. size	2.50
Electro Silicon, 1 doz.	7.75
Putz Liquid, large, 3 doz.	16.50
" 3 doz.	1.45
" small	7.00
" per doz.	.62
Putz Paste, large	.55

LAUNDRY SOAPS.

Brand and Manufacturer.	Description, Less than Bars. Lbs. 5 boxes.	
Acme, Lautz Bros.	100	3.25
Ark, Fairbank.	100	1.85
America, C. F. Miller	72 90	2.90
Babbitt's White Floating	100	3.85
" Naptha	100	3.85
Best, B. T. Babbitt	100 75	3.80
Borax, Dreydoppel	40 40	2.70
" Naptha, Eavenson	100 br.l.	3.90
" Pearl, Young & Co.	100 br.l.	4.00
" Novelty, Day & Frick	40 40	2.85
" Red Seal, Tomson	100	4.00
Bee, Colgate & Co.	100	3.90
Big Master, Lautz Bros.	72	2.85
Circus	100	3.25
Crystal, Brooke	100	3.80
Coal Oil Johnny	100	4.05
Fels-Naptha, Fels & Co.	100 75	4.00
5-case lots		3.95
Flint Polish, Day & Frick	36 36	1.30
German Mottled	72 60	3.35
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
Ivory, P. & G.	50 small	1.95
" 100 6 oz.		4.00
Lenox, P. & G.	100 12 oz.	3.50
Lifebuoy, Lever Bros.	50	2.00
Marselles White, Lautz	100 5 ct.	4.00
" l'ndry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Mayers, Elkinton	50 37 1/2	2.00
Mineral Scouring, Wrigley	100	3.25
" 27		1.00
New York City, Babbitt	60 60	3.15
Octagon, Colgate & Co.	100 75	3.90
Olene, P. & G.	84 60	3.50
" Penna., Miller	60 60	2.00
" Phlla., Lautz Bros.	72 60	3.50
" Eavenson	84 60	3.50
" Conway	60 60	3.30
" Kirk's	60 50	2.75
" Monarch, Miller	60	2.30
" C. & C., Globe Soap Co.	60 5 ct.	2.40
Ozone, Fairchild & Son	100 75	3.95
Polo, P. & G.	120	2.50
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naptha	100 75	3.85
Quaker City, Eavenson	100 11 oz.	3.50
Sapolio, E. Morgan	365 gro.	9.00
" 725 gro.		9.00
Star, P. & G.	100 75	3.55
Sunlight, Twin, Lever Bros.	100	4.00
Scouring, Young & Co.	48	1.85
Sunny Monday	100	4.00
Velvet, P. & G.	100 10 oz.	3.85
White Chief	100	4.00
" 50		2.10
Windsor	100 100	4.00
Swift & Co.—		
Pride, 100 12 oz.		3.50
Borax, 100 12 oz.		3.95
Naptha, 100 12 oz.		3.85
Old Mill, 100 12 oz.		2.95
Wool, 100 6 oz.		4.00
" 100 10 oz.		6.75

Five box lots and over delivered freight prepaid to customer's nearest railroad station.

Borax Soap Chips, 12 36-oz. cartons...per case 2.45

" 48 14-oz. cartons... 3.70

Tollet Soaps.

American Queen Violets, 2 cakes in box,	doz. boxes	.75
Bread Box assortment, 85 cakes.		3.00
Buttermilk Cosmo	per gross	7.35
Castile Contl, white	per lb.	.17
Add one cent per lb. for Castile cut in cakes.		
Cutaneous Medicated, 3 cakes in box, per doz.		.70
Elder Flower, 5 1/2-oz. cake, 1 doz. box, per doz.		4.75
Fairy, 100 cakes		4.00
Glycerine, 50 sc. cakes	per pail	2.00
Hand Sapolio, 1/4 gross	per box	2.25
Lava	100 cakes	3.85
" 50 cakes		2.00
Miller's	per doz	.75
Pumiss, Jergens', 100 cakes	per box	3.85
" Haskin's, 365.		1.40
Sewing Basket, 24 sc. cakes		.88
Sweetheart, 50 cakes	per box	1.95
" 100 cakes		3.60
Witch Hazel, 3 cakes.	per gross	3.60
Morrison Soap and Talcum, 2 doz. boxes,	per case	4.75

Soap Powder.

Brytine, 48 cans	Per case	3.30
Soapine, No. 1, 36 is.		2.50
" No. 2, 100 7-oz.		2.50
" No. 3, 100 12-oz.		4.10
Pearline, 36 10-cent 1-lb. pkgs.		2.85
" 72 5-cent 8-oz. pkgs.		2.85
" 100 4-cent 6-oz. pkgs.		2.75
Gold Dust, 24 48.		4.50
" 100 12-oz.		4.00
Young's Pearl Borax, 60s.		3.60
Snow Boy, 60 5-cent size.		2.40
" 30 10-cent size.		2.40
" 24 family size.		4.00
Kirkoline, 24 48.		3.65
" 100s.		3.30
Babbitt's Cleanser, 5-cent size, 100 cans.		3.85
" 10-cent size, 50 cans.		3.85
Granma, 2 for 5, 100s.		2.10
Bee, 100 1-lb. pkgs.		3.90
Eavenson's Naptha Borax, brown, 100 10-oz.		3.90
" blue, 100 10-oz.		4.90

SPECIALTIES.

Anker's Bouillon Capsules..... 3.00

Mustard—Prepared.

Campbell's, jar, 2 doz.	Per doz.	
" with spoon, new		
Gulden's, No. 6, with spoon, 2 doz.	1.05	
Beer Mug, fancy, large size, 2 doz.	.75	
Milk jar, glass top, 2 doz.	.85	
Water Tumblers, glass, No. 10, 4 doz.	.45	

SPICES.

Ground—	50 lb.	6, 10, 25 lb.
Allspice	Per lb.	Per lb.
" 11 1/2	.11 1/2	.11 1/2
Cinnamon, Bandor Crystal	.15 1/2	.15 1/2
" 18 3/4	.18 3/4	.18 3/4
" Col Cinnabar	.23	.23
" Saigon	.71	.71
Cloves	.22 3/4	.22 3/4
Cream Tartar	.30 3/4	.30 3/4
Ginger, African, Crystal	.18 3/4	.18 3/4
" Cochin	.20 1/2	.20 1/2
Mace	.74	.74
Nutmegs	.82	.82
Pepper, Singapore	.12 3/4	.12 3/4
" Butchers'	.12 3/4	.12 3/4
" Red	.19 3/4	.19 3/4
" White	.21 3/4	.21 3/4
Turmeric	.09 1/2	.09 1/2
Whole—	Per lb.	Per lb.
Allspice (Pimento) original bags	.05 1/2	.05 1/2
" less quantity	.06	.06
Cinnamon, Canton, fancy	.12 1/2	.12 1/2
" Java, thin quill, about 5-lb. rolls	.30	.30
" Saigon	.55	.55
" Mandalay, stick, 48 sc. cartons	.38	.38
Cloves, choicest Zanzibar, bags	.18 1/2	.18 1/2
" less quantity	.18 1/2	.18 1/2
Green Ginger Root	.65	.65
Mace, choicest Penang	.17	.17
Nutmegs, medium	.19	.19
" large	.12	.12
Pepper, black, original bags	.12 1/2	.12 1/2
" less quantity	.12 1/2	.12 1/2
Pickling—		
Mixed, 6 or 10-lb. boxes	.10	.10
Mayflower, roc., isinglass front, 2 doz	.70	.70
" 5c., isinglass front, 4 doz.	.38	.38
Colburn's Ketchup Spice, roc. tins, 2 doz.	.82 1/2	.82 1/2

CORN STARCH.

American Starch Co.—		
Penn, 40 is.	per cwt.	4.00
Sterling	"	3.50
Guarantee, 40 is.	"	6.00
Davis, 48 5-cent pkgs.	per case	1.80
" 36 10-cent pkgs.	"	.80
Duryea's, 40 1-lb. pkgs.		.07 1/2
" 80 1-lb. pkgs.		.07 1/2
Niagara, 40 1-lb. pkgs.		.05 3/4
Cream, 48 1-lb. pkgs.		3.60
Kingsford's, 40 1-lb. pkgs.		.07 1/2
" 80 1-lb. pkgs.		.07 1/2
" Rex, 40 is		.03 1/2
" Best, 40 is		.03 1/2

LAUNDRY STARCH.

American Starch Co.—		
Guarantee Gloss, 12 6s.	per cwt.	7.00
" 16 3s.	"	6.00
Special Gloss, 40 lbs.	"	3.60
Penn Gloss, 12 6s.	"	5.50
" 16 3s.	"	4.00
" 24 1s.	per cont.	.92
Argo, gloss, 24 5-cent pkgs.		.92
Gilbert's Laundry, 40-lb. boxes		.03 1/2
" Patent Gloss, 12 6-lb. boxes		.06
" Linen Gloss, 3-lb. cartons		.05
Kingsford's, Pure Gloss, 40 1-lb. pkgs.		.06 3/4
" Silver Gloss, 12 6-lb. boxes		.08 3/4
Duryea's, Superior, 3-lb. cartons		.06 3/4
" Satin Gloss, 1-lb. pkgs.		.07 1/2
" Superior B, bulk		.03 1/2
" Satin Gloss, 12 6-lb. boxes		.08 3/4
" Best Gloss, 50 lbs.		.02 3/4
Niagara, laundry, 50 lb. bulk		.03 1/2
" 48 1-lb. pkgs.		.05 3/4
" 16 3-lb. cartons		.05 3/4
" 6-lb. boxes		.06
Celluloid, 64 10-cent pkgs.		4.75
" 64 5-cent pkgs.		5.80
Elastic, 64 10-cent pkgs.		2.60
" 64 5-cent pkgs.		
Dreydoppel's Mourning Starch for black goods, 36 pkgs.	per pkg.	.08
Starch Polish, 20 cakes	per box	.60

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross	4.50
" large, 1/4 gross		7.20
" Liquid, large, 1/4 gross		5.25
" small, 1/4 gross		.80
Mason's, large	per doz.	.80
" regular	1/4 gross	1.15

Electric Paste, 1/4-gross boxes	4.50
Magic Paste, 1/4-gross boxes	4.75
Climax Enamel, 1/4 gross	10.20
Black Jack, 1/4 gross	7.20
Rising Sun, 1/4 gross	5.75
" Pasta, 5-cent size	4.50
" 10-cent size	7.20
X-Ray Stove Polish—	
5-cent size, No. 5	1/4 gross 5.00
" 14 doz. to gross	1/4 gross 9.00
10-cent size, No. 10	1/4 gross 5.00
" 14 doz. to gross	1/4 gross 8.25
" 10-cent size, 1 doz.	1/4 gross 4.50
" 10-cent size, 1 doz.	1/4 gross 9.00

SUNDRIES.

Bird Food—		
Rosenstein, 40 pkgs.	per pkg.	.06 3/4
Weikel's, 24 pkgs.	per box	1.50
Bird Gravel—		
Red or white, small pkgs.	per doz.	.35
Red, 36 pkgs.		.60
Silver, 36 pkgs.		.60
Bath Brick, 25 bricks	per box	.65
Toothpicks, Eureka, 100 boxes	per case	1.85
" Perfection, 2 doz.	per doz.	.42 1/2
David's Liquid Glue		.90
" Mucilage		.75
" Cone General Mucilage, 2		.30
oz., 1 doz.		.80
Le Page's Glue, bottle		.80
" tube		.80
Royal Glue, 1 doz.		.85
Carpet Tacks—		
Tinned, 6 oz.		.25
" 8 oz.		.30
" 10 oz.		.35
Wooden keg, 1/2-gross case, assorted, 6, 8, 10	per case	1.80
Matting Tacks—		
Steel, No. 10	per doz.	.12
" No. 11		.17
" No. 12		.18
Flinomor, Fly Ribbon	per gross	3.60
Fli-Stickon, Fly Ribbon		4.80
" 1/2-gross display carton		1.20
Fly Paper, Tanglefoot	per case	2.70
" Sticky, 10 cartons		2.15
Stickite Fly Paper, 100	per case	3.00
" 10 cartons		2.35
Flico, fly tape	per gross	2.40
Tanglefoot, 10 cartons	per case	2.70
" 100 per carton, 25 double sheets		.30
Wax, white and yellow	per lb.	.29

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.	
Cotton, 50 feet		.90
" 60 feet		1.05
" 75 feet		1.35
" 90 feet		1.50
" 100 feet		1.75
Coils or spools	per lb.	.11
Jute—	Per lb.	
Coils or spools		.08
Tie Yarn—	Per lb.	
5-lb. bales		.26
Colored assortment		.30
Cones		.26

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional		
Porto Rico—		
Fancy, A. & Co.		.24
Choice		.24
Special		.21
New Orleans—		
Extra fancy, new crop		.42
Fancy, new crop		.36
Choice, new crop		.35
Mixed New Orleans—		
Fancy Gold Mine		.33
Extra choice		.31
Choice		.29
Good		.26

Glucose.

Best, for confectionery..... 2.60

HONEY.

Selsar's, lunch bottles, 2 doz.	Per doz.	.95
" medium bottles, 2 doz.		1.35
Schlimm's, 10-oz. bottles, 2 doz.		1.45
" 6-oz. bottles, 2 doz.		.95

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.	
4 doz. in barrel		.95
1 doz. in case		.95
Lyle's, Imported, No. 2 cans, 2 doz.		1.90
Globe, No. 2 tins, 2 doz.		.85
" No. 2 1/2 tins, 2 doz.		1.00
" No. 5 tins, 1 doz.		1.95
" No. 10 tins, 1/2 doz.		1.80
Banner, in jars, compound		.95 1/2
White Clover, in jars, compound		.95
Karo, 10-cent size, 2 doz.	per case	1.90
" 25-cent size, 1 doz.		.25
Duff's Molasses—		
Gallon cans, screw cap, 1/4 doz.		6.60
1/2-gallon cans, screw cap, 1 doz.		3.50
Quart cans, screw cap, 2 doz.		1.85
Palmetto—		
No. 10 cans, short gallon, screw cap, 1/2 doz.		5.15
No. 5 cans, short 1/2 gallon, screw cap, 1 doz.		2.80
Full quart cans, plain top, 2 doz.		1.45
No. 2 cans, 2-lb. size, plain top, 3 doz.		.97 1/2
Red River—		
No. 2 1/2 cans 2 1/2-lb. size, plain top, 2 doz.		1.00
Stromeyer's—		
Penn Mar Table Syrup, 12		1.05
" 25		1.80

MAPLE SYRUP.

Vermont, gallon tins	per gallon	1.25
" 1/2-gallon tins		7.75
Hazen's, quart bottles		4.00
" pint bottles		2.40

WOOD AND WILLOW WARE.

Brooms.

No. 6, R. P., ancy.	Per doz.	4.00
" 7		4.25
" 3, Hurl.		3.90
" 4		4.15
" 5		4.40
" 6		4.65
Clipper		4.15

The W. J. McCAHAN SUGAR REFINING CO.



President, W. J. McCAHAN

Treasurer, R. S. POMEROY

Secretary, W. J. McCAHAN, Jr.

Manager, JAMES M. McCAHAN

SUGARS

Cubes, Powdered, Granulated, Fine
Granulated, Coarse Granulated,
Extra A, Confectioners' A, Extra BB,
Extra CC, Yellows, 11, 12, 13, 14, 15

REFINERY

Tasker Street Wharf

Piers 68 and 69 South Wharves
DELAWARE RIVER

SUGAR HOUSE

Northwest Corner
Water and Morris Streets

OFFICES

Front and Chestnut Streets

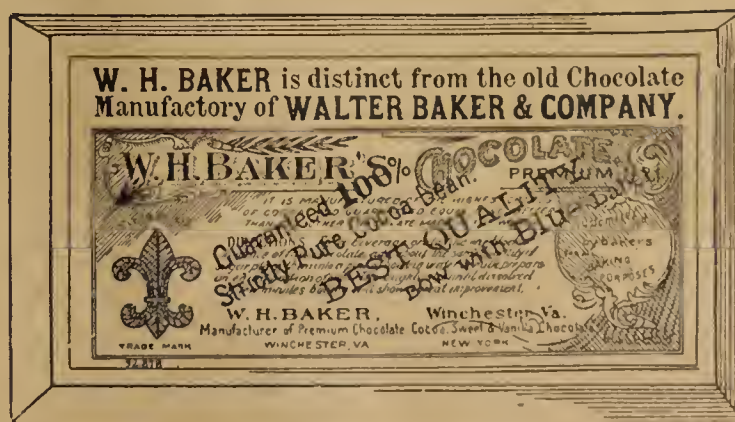
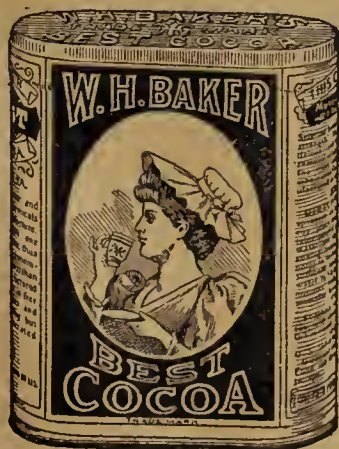
PHILADELPHIA

RITTER'S APPLE BUTTER

Can be sold profitably at 10c per pound

Gives satisfaction to the consumer

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

Blue Bell Brand Tomatoes and Corn Leave a Good Taste in Your Mouth
DISTRIBUTED BY
WM. SILVER & CO., Inc., Successors to Strasbaugh, Silver & Co., Aberdeen, Md.



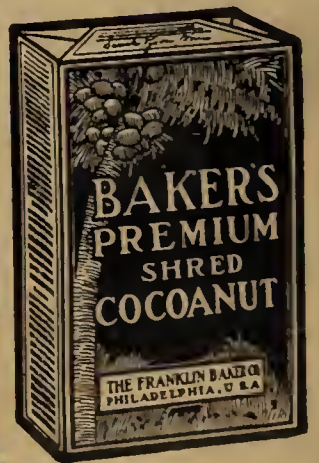
The Finishing Touch to Your
CHRISTMAS DINNER
Sauer's Extracts

FOURTEEN AMERICAN AND
EUROPEAN AWARDS

10c. and 25c. Bottles

Order through your Jobber

BAKER'S PREMIUM SHRED
COCOANUT
Brings You the
CASH



You can easily start your customers buying Baker's Shred Coconut if you'll explain to them that our process *sterilizes* it and thus retains the *full flavor* and *sweetness* of the freshly opened nut. Baker's Shred Coconut *keeps* sweet and delicious at all times. You can depend on it pleasing your best customers and selling steadily and the profit will pay you well for all the push you can give it. We'll send you a quantity of our "50-recipe" booklets to get your customers interested if you'll write us.

The Franklin Baker Company, Philadelphia

READ
THE

WANT DEPARTMENT

**THIS
WEEK**

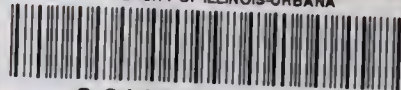
FEELS' SOAP IS THE ONLY NAPTHA SOAP

DOCK & LARK IS THE ONLY NAPTHA SOAP





UNIVERSITY OF ILLINOIS-URBANA



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